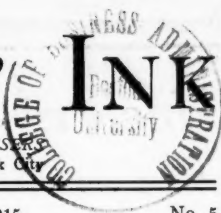


PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City



VOL. XCII

NEW YORK, JULY 29, 1915

No. 5



New Mexico

Next on Opportunity's Calling List

If you were to ride out from Carrizozo up a certain tortuous canyon of the Tres Cerros, a few hours would fetch you to a dilapidated little cabin occupied by a dejected little man. If you accepted the invitation to share his daily fare of beans, bacon and sour-dough biscuit, you would presently see him perform a most amazing task. He would take up his coal bucket, walk out about 20 yards, and with pick and shovel dig out a scuttle of coal from the face of a hill in about two minutes!

Think of having a coal mine in your back yard, with coal at \$3 to \$8 a ton! Yet that dejected little man is as poor as a peon! Rugged mountains bar the steam horse and the way to the world's markets—his coal now lies worth-

less as rock except for his own use.

Our hero and his coal mine typify the great State of New Mexico—teeming with treasures untouched and undeveloped.

Capricious nature has given bountifully to New Mexico, but has so guarded her wealth that it must be wrested from her. New Mexico needs development—more farmers, more industries, most of all, more water. This great want will be partially met when the great \$9,000,000 Elephant Butte Irrigation Dam, now nearly finished, turns its waters onto the desert places of the Rio Grande valley. This dam will form a lake 45 miles long and will irrigate 180,000 acres—turning barren sands into garden spots.

The past decade has seen sub-

(Continued on page 79)

Uncle Sam, Good Provider

Uncle Sam has just published the returns of his crop reports and he is greatly pleased that he is able to issue such a cheerful publication. In the 139 years that he has been at work he has sometimes been compelled to report that his granaries are almost empty, or that if full there is no demand for his products. This year there are crops and demand.

That he has taken advantage of the present condition of the world's affairs is very evident from the increased acreage. There are half a million more acres in corn than were ever planted before, and there are six million more acres in wheat than there were last year. The figures of prospective yields are bewildering in their immensity.

Those persons who use the Capitol at Washington or the Woolworth Building, or belt the world with trains of freight cars in their effort to find comparisons of bulk must be hard put in visualizing the greatness of the prospective product. Can you imagine 2,841,000,000 bushels of corn? That is what the crop is expected to be; 141,000,000 bushels more than last year's production and 106,000,000 bushels more than the last ten years' average. Imagine how 963,000,000 bushels of wheat would look heaped up in one pile!

(Part of a New York Sun Editorial, July 12, 1915.)

The men who represent Uncle Sam are the big farmers of this country—the men with whom farming is a business.

These men read such practical papers as the Standard Farm Papers. The men who make comfortable livings at farming want information applicable to *their condition*, not general articles.

If you want to know how close the Standard Farm Papers get to their readers, compare the paid circulations of these papers with the actual

number of farmers in the section or class they reach.

* * *

Just one thing more: if you want to make money stick to the class whose pocket books are fattening—the finest little tightwad in the world is the man whose *income is shrinking*.



TRADE-MARK OF QUALITY

STANDARD FARM PAPERS

ARE
FARM PAPERS OF KNOWN
VALUE

The Wisconsin Agriculturist
The Indiana Farmer
The Farmer, St. Paul
Oklahoma Farm Journal
The Ohio Farmer
The Michigan Farmer
Prairie Farmer, Chicago
Pennsylvania Farmer
The Breeder's Gazette
Hoard's Dairyman
Wallaces' Farmer
Kansas Farmer
Progressive Farmer

WALLACE C. RICHARDSON, INC.,
Eastern Representatives,
41 Park Row, New York City.

GEORGE W. HERBERT, INC.,
Western Representatives,
119 W. Madison St.,
(Advertising Bldg.), Chicago.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

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VOL. XCII

NEW YORK, JULY 29, 1915

No. 5

Speeding Up Advertising Co-operation Through 87 Branches

After Various False Starts the International Harvester Company Finds Out What Will Work

By F. W. Heiskell

Adv. Mgr., International Harvester Company of America, Chicago, Ill.

I HAVE been wondering for a long time whether we advertisers consider seriously enough the distribution of our advertising matter. Have we not been inclined, perhaps, to exert greater efforts to produce good advertising—and then to congratulate ourselves on our success and feel that our aim has been accomplished—than to give the right attention to what was actually accomplished, what became of this finely prepared matter, and how many sales were made by its use?

It is of little consequence how well done the work of preparation may be, if no business is obtained by it. Many of us no doubt would get a severe jolt if we saw the use to which much of this expensive literature is put.

Who is to blame for this condition? Most companies employ men capable of preparing their advertising matter, but if the distribution is in other hands, do they use the same care in selecting these? Have steps been taken properly to educate the men who have this distribution under control? Good literature poorly directed does not accomplish as much as inferior literature well directed.

I have given the question of distribution much serious thought in the past few years, and the deeper I go into it, the more need I see of going farther in that direction. That is where most of us are the

weakest, due to the fact that it has been given the least thought.

VAST SUMS WASTED

Undoubtedly there is a vast sum of money wasted each year in printed matter. This waste is not in the production, but in the distribution. Some think that by cutting down the quantity they can thus save this waste. It is true they will save a certain amount, but the percentage of waste remains the same. The cause of the waste must be eliminated, and in this way the percentage decreased, which will automatically reduce the quantity produced.

There is such a difference in products and their uses and the methods of distribution that the problems of one company are not exactly those another may have. In our organization the *production* of advertising literature is not our real problem, but rather *the distribution*. We have the production under our immediate control, but not the distribution. Therefore, we must educate and secure the co-operation of those who have control of this distribution.

Our department is in a large measure like a big factory, manufacturing machines and storing them up ready to be sold. We produce a certain amount of advertising literature which is carried in stock, either here or elsewhere, until it is used. The money

is invested in this advertising, but it is not an investment until the advertising is properly used.

This brings us, then, to our real problem—how can we most effectively distribute this advertising so that the money it costs will actually be a dividend-paying investment?

THE SELLING ORGANIZATION

In the United States, our selling organization is divided up among 87 branch houses. The manager of each branch house is responsible for the business in a certain clearly defined territory. Each manager divides his territory into small blocks, and a man known as a blockman is placed in charge of each. This blockman is responsible for the business in his territory, and makes contracts with dealers to sell our products.

In this manner the selling organization has sublet, in a sense, the work of selling from headquarters to branch manager, to blockman, and then to the dealer. Now the dealer cannot sublet this work. It is up to him to sell to the farmers in his territory. Therefore, we have decided that right here is where our advertising should begin—not from headquarters to the farmer, but from the dealer to the farmer, as he is the man who meets the local conditions, knows his customers, and does the selling. To make our advertising effective, we must then have it meet the needs of each individual dealer, and we must secure the co-operation of that dealer in order that the advertising may benefit him, and thereby benefit the company.

We did not always realize the need of this co-operation from the dealer, but when we saw that this was necessary we attempted to get results by writing the dealer and mailing him bulletins. We failed to accomplish much, however, because the problems of one dealer varied so from those of another, and we were not in close enough touch with these local conditions. We came to the conclusion that the man who sold the dealer was the man to secure the co-operation from the dealer, but before we

could hope to accomplish anything in that direction, we had to secure the co-operation of the traveler.

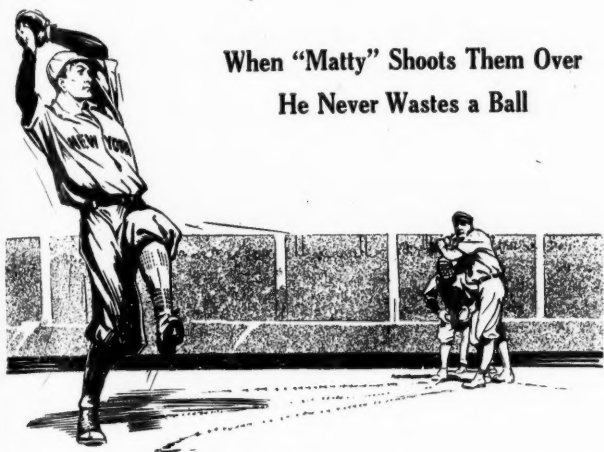
NOT MUCH HELP FROM HOUSE-ORGANS

An attempt to do this was made by correspondence and through our magazine, "The Harvester World," but we found it very slow work and decided that some means must be devised to accomplish the purpose more speedily.

We began publishing a monthly magazine, or booklet, known as "Ink Spots and Sole Leather." "Ink Spots" represented the advertising, "Sole Leather" the salesman. This was published monthly, and went to the salesmen only. We endeavored to show them in this magazine the value of our advertising to them, and that they were the men who must assist in directing the distribution. Something was accomplished by this magazine, but our travelers had not been taken into our confidence as they should have been in an advertising way in years past, and they were slow at grasping the great opportunities. They appreciated this little magazine very much, and many of them got considerable out of it. Some put into practice what they learned, but the majority had not yet been sold.

We are naturally handicapped, inasmuch as we rarely see these travelers. They, traveling out of the various branch houses scattered over the United States, seldom if ever came to headquarters. But in visiting around among the branch houses, we had opportunities to meet many of the travelers, and when the question was taken up as to what they had accomplished by the use of our advertising matter, we found that many of the travelers had the impression that we were adding just one more burden to the many already carried, that we were asking them to talk advertising while they had their time more than taken up with selling, looking after credits, making reports, etc., and they just did not have time to talk advertising.

When "Matty" Shoots Them Over He Never Wastes a Ball



If Christy Mathewson were a buyer of space for advertising automobiles or accessories he would play to the batter and *not the grand stand*. He has ability, and uses his head. He would analyze his merchandise; he would know his possible buyers, and he would shoot his message across the plate *without wasting a ball*.

Over 100,000 paid subscribers receive and regularly read our four papers, which are designed and edited for the advancement of automobile interests. These papers are tremendous factors of influence in all purchase directions and can be used to immense advantage by every manufacturer of cars, accessories and supplies who would reach the largest number of manufacturers, dealers and car owners at lowest cost per thousand purchasers.

**Results? Certainly. We can guarantee them—
without the waste of a ball**

THE AUTOMOBILE

Member A. B. C.

MOTOR WORLD

Member A. B. C.

MOTOR AGE

Member A. B. C.

MOTOR PRINT

Member A. B. C.

Published by

THE CLASS JOURNAL COMPANY

239 West 39th Street, New York

CHICAGO

DETROIT

CLEVELAND

It was decided that we had accomplished very little in our efforts to teach the travelers by correspondence and through our printed booklets, etc., for if they did not have time to read so much matter, and less time to give it to the dealers, then we had failed to show them its advantages.

We then came to the conclusion that if we wanted to secure the co-operation of the traveler, we must not merely *tell* him what we could do by our advertising, but *show* him.

We immediately took advantage of every opportunity personally to explain to each of our travelers how he could use the advertising to increase his sales. Travelers' meetings were called at the branch houses, and as fast as we could get over the territory we attended these meetings, and advertising was on the programme as one of the main topics to be discussed. We had only the travelers of the immediate territory at these meetings, therefore we could limit our talk to the bettering of the conditions of that branch house.

At these meetings we did not emphasize what we were doing, but showed the travelers what they could do and how to do it. We presented samples of our advertising matter that could be used to advantage by them, in their territory, with their dealers. It was explained that the company was willing to spend a certain amount of money for advertising matter for use on each of their territories, and that they were the ones best acquainted with the local conditions, and were the ones that would reap the greatest immediate benefit from the proper distribution of the matter.

Emphasis was placed on the fact that when catalogues and circulars were sent to their dealers and not used, the company's money was lost and no sales were made from such advertising. Therefore, it was up to the traveler who visited these dealers to see that this waste in distribution ceased, and it was to his advantage to have the dealer use this advertising, because what sales were made would increase that traveler's volume.

We endeavored to make it clear that we were not trying to sell to the consumer or to take any credit away from the dealer or traveler, but that with our help more sales could be made and made more easily. A traveler could not hope for big business on certain lines until the actual consumers were educated to the need of such machines, and then convinced that our machines were the best for the purpose. The expense of educating the consumer and convincing him that our machines are the best is not borne by the traveler; therefore, it would be shortsighted policy on his part not to take advantage of this opportunity of increasing his sales.

MAKING DEALERS THINK OF SELLING, NOT BUYING

We called attention to the fact that dealers are not, as a rule, anxious to buy. When buying, the dealer sees goods coming in filling up his warehouse, and money going out in payment for them. He brings up every possible argument why he should not buy. Dealers are more interested in selling. Get them optimistic in the thought of selling more goods, and their minds are on goods going out of the warehouse and money coming in, and more profits. That being the case, inasmuch as the dealer does not buy these goods for his own use, and his profits depend entirely on his sales, then the most important factor to him is what the company can or will do to assist him in increasing his sales.

It makes no difference how good the machines are, if the consumer does not buy them, and if the dealer has to do all the work of educating and explaining the merits of the machine, his time will be so taken up that he will conclude he can sell but few.

We emphasize to our travelers in these talks that our advertising is prepared with the view of presenting our machines in the best possible way to the consumer, therefore, why not use it as the basis of building up his entire sales talk with the samples of advertising matter placed before the

We Are For The Advertising Manager!

THAT widely-discussed question "The Advertising Agent *vs.* the Advertising Manager" is solved in our relations with our clients—by mutual recognition—mutual understanding—mutual work!

There isn't any "*versus*" to it.

The advertising agent needs the advertising manager and the advertising manager needs the agent. They are two powerful levers *opposed* only in position—*identical* in purpose—*united* in action.

The advertising manager is the captain of the campaign. At headquarters, he keeps in daily touch with how the battle goes. If there is a weak-spot in the line, he throws out re-inforcements. If there is a strategic point to cover, he covers it. He is in constant, intimate contact with the manufacturing and merchandising details of his product. He watches the sales-chart, as the engineer watches his steam-gauge. The bigger the man,

the stronger he is for conference—co-operation.

The right advertising agency is *for him* and *with him* absolutely. Its experience and advice—its creative ideas—its highly organized service are his to utilize to utmost productiveness. It enables him to make his job bigger—just as he contributes to the agency's efficiency.

If there is any reason why *either* of these powers should be absent from a *real* campaign we haven't yet discovered it.

Our booklet "Advertising With The Gloss Off" mailed on request.

NICHOLS-FINN

ADVERTISING COMPANY

222 SOUTH STATE STREET, CHICAGO

200 FIFTH AVENUE, NEW YORK, N. Y.



"Intelligent, Sustained Effort Insures Success"

dealer? In other words, show the dealer what the company will do to help him sell the goods, and if the traveler can convince the dealer that his selling proposition is good, there will be little question about his buying the goods.

Perhaps the strongest argument put up to the traveler, and the one which seems to go home, is that his promotion and salary depend directly upon the volume and quality of his sales, and only indirectly on the reports that he sends in and other work looked after. If he did not make sales he would have little to report but excuses, and excuses do not usually bring increases in salaries. Practically every one in the organization is dependent indirectly on the total volume and quality of sales for his future success in this business, but directly on his efficiency in handling the work assigned to him, whether it is manufacturing, advertising, or what not. The future success of the salesman and his promotion, however, depend directly on his individual sales, and only indirectly on other work he handles. While he is directly responsible for making sales, the policy of the company, the service rendered, and the quality of the goods help him indirectly, but it is necessary to use the literature supplied by the company in order to reap the maximum benefit from these indirect helps.

Simple comparisons oftentimes help materially in emphasizing the value of advertising, and we sometimes use the illustration of planting corn. For instance, if a handful of corn is thrown broadcast from a high point, some of this corn would light on rocks, other grains would be eaten, possibly a few would light on a fertile spot and grow. Had 800 grains been thrown and but one grew to maturity and developed a full-sized ear, the original 800 grains would practically be returned, so that there would be no loss; but think of the results if all of the 800 grains had been properly planted and cultivated!

The same is true with advertising literature which is sent out broadcast. The results would be

many times greater if, with the traveler's help, the proper literature were sent out at the proper time to the proper people that might be interested.

ADVERTISING MAN FOR EACH BRANCH HOUSE

Each branch house has an advertising man to carry on the local work, but we ask the travelers to keep this man informed of the needs in their respective territories. We do not ask them to do the work, but simply direct, in a measure, the distribution. They would certainly want to have some voice in directing any assistant placed in their territory. They would not want this assistant telling one story and they another. Therefore, inasmuch as the advertising is their greatest assistant, they should have a voice at all times in the directing of it and should know exactly what is being done.

In order to prove the value of our advertising in making sales to the dealer, we have gone right out in these different territories with the travelers, to places where these travelers have for some reason been unable to sell, presented our sales-promotion plan to these dealers, and sold them the goods on the strength of the plan and opportunities offered for greater business. We have shown that a man not familiar with the goods, not familiar with the territory, and not acquainted with the dealer and his local problems, but putting up the sales value of the advertising in an enthusiastic way, could get the order. One traveler thoroughly convinced will help convince other travelers with whom he comes in contact. One thoroughly enthused traveler wrote in some time ago that he used to sell the goods and throw in the advertising matter, but now he sells the advertising and throws in the goods.

The results obtained from this educational campaign have been so flattering up to date that there is no question in our minds about it being the cheapest and best way to get results. So far we have not covered our entire territory. We



*There has been an
increase of over 100%
in the business of the
CHELTENHAM
Advertising Agency
during the last ten
months.*

INGALLS KIMBALL

President

11 EAST 36TH STREET
NEW YORK

have endeavored to keep down the expense of the work as much as possible and not call meetings especially for this work, but to take advantage of meetings that are being held for other purposes. It is our aim to cover the balance of the territory just as quickly as we can, and we realize that we will perhaps have to visit some agencies a number of times in order to keep up the enthusiasm.

Financial Advertising Doubled Within a Year

JOHN MUIR & Co.
Specialists in Odd Lots
Members of New York Stock Exchange
New York, July 19, 1915.
Editor of PRINTERS' INK:

Since I wrote the article on financial advertising for PRINTERS' INK a year ago, a number of the predictions which I made at that time have been borne out.

The number of financial advertisers who are using a modern advertising policy has tripled.

Firms which had previously been spending money for the old tombstone style of publicity have swung around to the use of merchandising copy. Firms which considered it beneath their dignity to advertise have been awakened and are enjoying modern methods for getting in touch with customers.

The magazines have had a great awakening to the possibilities of financial advertising. During the past twelve months *McClure's Magazine*, *Harper's Magazine*, *Scribner's* and other publications of this type have seen the light. Publications like *World's Work* and *Review of Reviews* which have been running financial departments successfully for a number of years have been carrying a record amount of financial advertising copy. Strange to say, the daily papers are asleep at the switch—with a few exceptions. While the weekly and monthly publications are going ahead with the installations of departments designed to give investors concrete and interesting information about investment opportunities, the daily papers are ignoring this field. They run a financial page principally devoted to speculative gossip, but they are ignoring a bigger opportunity.

I estimate that the amount of money now being spent for financial advertising is about double what it was a year ago. Practically every advertising solicitor handling financial advertising has been in to see me and a number of New York Stock Exchange houses contemplating starting advertising have come over to talk to me about our results.

PAUL MACK WHELAN

Farm Paper Changes Hands

The *Southern Farm Journal*, of Chattanooga, has been purchased by the *Southern Agriculturist*, of Nashville, and has been merged with the latter paper.

Making Practical Use of Quoin Club's Campaign

SOMETHING more than casual interest in the Quoin Club's advertising campaign featuring trade-marks is being shown by big manufacturers, according to Edgar G. Criswell, executive manager of the club.

Several companies have written to the club saying that they have made good use of proofs of advertisements which featured their trade-marks. Some concerns sent the proofs to dealers, who pasted them on the windows. Others sent them to their branch sales managers.

An advertising agent of San Francisco obtained a number of proofs and sent them to prospective advertisers. In Mr. Criswell's opinion, these and other indications prove that there is more than idle curiosity in the campaign.

Numerous letters have been received from manufacturers who approve of the campaign to advertise national advertising. Some of the publications which are running the advertisements are writing their own copy. Others are running the prepared copy without showing the trade-marks at the top. Most of the 25 to 30 magazines which are publishing the advertising are using the copy prepared under the club's direction.

Through an omission of the Quoin Club judges no mention was made of the W. L. Douglass shoe exhibit in the list of products cited in PRINTERS' INK as having been shown in the window-display contest during the Chicago convention.

Novel Coupon Has Long Life

In a magazine advertisement last September the Peerless Check Protector Company, of Rochester, utilized a coupon made to resemble a bank check, illustrating the manner of protection afforded by the machine it manufactures. Early this month one of the coupons was returned to the company in the mails, properly filled out, and requesting information. The company considers it somewhat unusual for a coupon to be returned after such a long period has elapsed, and believes the novel form to have had something to do with it.

How Dana Developed Individuality in His Men's Copy

By Roy S. Durstine

Of Berrien-Durstine, Inc., New York, and formerly a member of the staff of the New York Sun

CHESTER S. LORD never wrote an advertisement in his life. With this notable qualification in his favor, it was suggested that Mr. Lord would be an excellent man to ask about advertising copy.

You see he has associated with the English language on intimate terms for quite a while. He went on the staff of the New York Sun in 1872. Mr. Dana made him managing editor of *The Sun* in 1880, when it was a four-page paper edited in one corner of the building which has just proved too small to hold the present *Sun*.

From 1880 to 1913, Mr. Lord sat at the managing editor's desk. One generation of newspaper men after another came under his eye. He saw his paper change from four pages of closely set agate type to *The Sun* of the present day. He, more than any one man, made it grow by success. The paper whose news columns he molded became "the newspaperman's newspaper."

PERSONALITY NOT CURBED

Editors in many parts of the country used to write to Mr. Lord to ask, "How do you teach *Sun* style?"

"The funny part of it was," said Mr. Lord the other day, when he was good enough to be led into a conversation with PRINTERS' INK readers by proxy, "that there was never any such thing as *Sun* style. We never had a style-card in the office, we never issued a list of 'Don'ts.' *Sun* style was the result of letting each man write his stories in his own way. We got the best that was in him.

"Whenever mistakes crept into the copy, the copy-readers took them out. An ambitious youngster watched the way his copy was treated and didn't have to be corrected for the same mistake twice.

If a man persisted in doing a thing wrong, someone spoke to him about it. But no man was ever made to conform to any single standard.

"Ability to preserve a writer's personality makes a good copy-reader. Cutting out the deadwood, leaving everything that is good, changing a word here and there to snap out a sentence, but never making an alteration just to fit your ideas of the way you would have written it—those are the things for any man to keep in mind when he is going over another man's stuff."

Mr. Lord answered some questions for the *Evening Post* a little while ago. One of the questions was on this matter of style and in his answer Mr. Lord said:

"We did seek a standard of verbal excellence; verbal tediousness was hooted out of the place. A nicety of literary expression was encouraged as was that quality which someone has called 'the art of producing rich effects by familiar words.' Mr. Dana was responsible for the *Sun*'s literary excellence. He loved literature. He appreciated and praised good writing and he inspired the staff to enthusiasm for it."

If there is a writer of advertising who has not sought that "art of producing rich effects with familiar words," his name is not known, and so Mr. Lord was asked to tell how to go about it.

"Watching your verbs is the most useful way," he said. "So often a whole phrase can be expressed by a verb or a whole sentence reduced to a phrase in which the verb summarizes the thought. Instead of saying, 'He came for the purpose of buying,' why not say, 'He came to buy'?"

"So much careless writing is attributed to laziness. The man who first connected the words

'beautiful' and 'sunset' made a happy expression. A sunset is beautiful. But that's no reason for all of us to keep on saying, 'What a beautiful sunset' all our lives. The first man to say, 'As easy as rolling off a log' should have been congratulated for coining a good, imaginative comparison. There really couldn't be anything much easier. But every man who uses that phrase now is stamping out a counterfeit."

"I don't do much writing now," he went on, and he spoke truly, for since his retirement his invariable reply to magazine editors and publishers who have asked him for articles or books of reminiscences has been that he was having too good a time fishing and playing golf to do any work, "but when I do, I make pretty consistent use of this book."

Copy-writers everywhere will rejoice in learning that the book which Mr. Lord reached for was good old, dependable Roget's Thesaurus.

"It's all there," he went on, "if you take the trouble to look for it, and so long as the whole English language has been so conveniently arranged, there isn't an excuse in the world for any man to be satisfied with a commonplace word."

Advertising Departments Consolidated

The advertising departments of the Whitaker Glessner Company, of Portsmouth, O., and the Wheeling Corrugated Company, Wheeling, W. Va., have been consolidated and the new headquarters are in Wheeling. John L. Grimes, advertising manager of the Portsmouth Company, has charge of the publicity for both companies.

Gordon Mory Makes Change

Gordon Mory, formerly manager of the sales promotion department of the Niagara Chocolate Company, has been appointed advertising manager of the New England Mercantile Company with headquarters in Boston.

"Lippincott's" to Be Known as "McBride's Magazine"

Beginning with the September number, *Lippincott's Magazine*, which was recently purchased by the McBride-Nast Company, will be known as *McBride's Magazine*.

There Are No Degrees of Truth

HARRIS-EMERY COMPANY
Importers of Dry Goods
DES MOINES, IA., July 17, 1915.

Editor of PRINTERS' INK:

The things I point out below are not new. But they are presenting new problems to the dealer every day, in putting upon him the responsibility of explaining to the consumer that "things are not what they sound like."

It seems to me that explanations of the sort made necessary by the instances cited below detract from the force and effectiveness of all advertising. So I'm passing the thoughts on to you for what they are worth.

You are doubtless aware that in the making of trade-marks (whether registered or otherwise) words are coined which may be deceptive, even if not so intended.

For instance, "Spanish Leather," in the commonly accepted sense, is a cotton fabric treated with a coating which is finished like leather. "Non-Krutch" linen is linen, and "Non-wrinkling" linen is not linen. (Doesn't that suggest Caveat Emptor?) Some silk, trade-marked, I believe, with good intent, has little, if any, silk in it.

You see my point, no doubt. The advertiser who offers furniture of "oak" must back it up with real oak; and the advertiser who offers "Cingalese Oak" (or some such fantasy of which the word oak is a part) can offer white pine with a veneer which isn't even oak, but is printed to resemble the oak grain.

Don't you think that Truth in Advertising is out of harmony with such practices? And don't you believe that if the Associated Clubs or our own Little Schoolmaster would get behind a movement to eradicate the evil, and direct that movement, we will have established another evidence of our earnestness in practising as well as preaching Truth in Advertising?

IRVING R. BRANNER,
Advertising Manager.

Canadian Ad Man to Join Expeditionary Forces

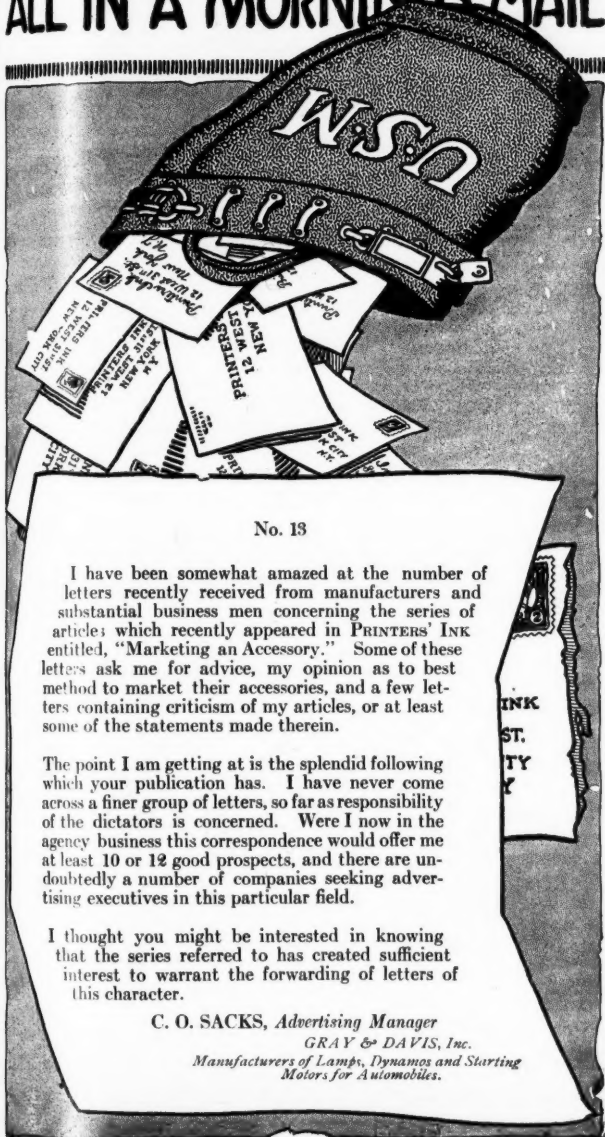
G. G. Rooker, advertising manager of the Fort William, Ont., *Times-Journal*, has resigned in order to attend an officers' training school preparatory to joining the Canadian expeditionary forces.

L. C. Rosenberg Joins Sterling Agency

Louis Charles Rosenberg, formerly managing editor of *Fashionable Woman*, has joined the Sterling Advertising Service in New York.

C. A. Livingston, formerly with *Arts & Decorations*, is now associated with the advertising department of *Harper's Bazar*.

ALL IN A MORNING'S MAIL



No. 13

I have been somewhat amazed at the number of letters recently received from manufacturers and substantial business men concerning the series of articles which recently appeared in **PRINTERS' INK** entitled, "Marketing an Accessory." Some of these letters ask me for advice, my opinion as to best method to market their accessories, and a few letters containing criticism of my articles, or at least some of the statements made therein.

The point I am getting at is the splendid following which your publication has. I have never come across a finer group of letters, so far as responsibility of the dictators is concerned. Were I now in the agency business this correspondence would offer me at least 10 or 12 good prospects, and there are undoubtedly a number of companies seeking advertising executives in this particular field.

I thought you might be interested in knowing that the series referred to has created sufficient interest to warrant the forwarding of letters of this character.

C. O. SACKS, Advertising Manager

GRAY & DAVIS, Inc.

Manufacturers of Lamps, Dynamos and Starting Motors for Automobiles.



From Napoleon to Ty Cobb

A far cry perhaps—but their methods smack of similarity. Each the greatest in his line, because each refused to be bound by accepted standards; each a breaker of precedents; each bigger than conventional methods.

Napoleon stole marches—forded icy rivers—scaled impassable mountains, when by every rule of warfare he should have been entrenched in winter quarters toasting his shins and waiting for the harbingers of spring to announce the *standard* time to get busy.

Ty steals second—then third on a scratch single when by every rule of the national pastime he should be roosting on first.

The complexity of conditions under which we work,—the vast variety of facts, people and things which we must daily meet and consider,—drives most of us to the conclusion that the great average efficiency comes not from taking time to judge everything on its own merits, but from the setting up of certain convenient standards. To these standards everything must quickly and at least roughly approximate before it receives our further attention.

This perhaps necessary attitude means that any proposition which does not fit readily into some existing standard must expect to lay hard siege before it



can hope to get inside our mental gates and secure a sympathetic consideration of its case.

The American Sunday Magazine is not a standard weekly, a standard monthly, a standard woman's magazine, a standard newspaper. It is in a *class by itself*. It contains the two great fundamentals necessary to make it a valuable advertising medium. Great "consumer-demand" circulation in enormous quantity, concentrated in the territory with the largest wealth per capita—and where 80 per cent. of all advertised products are sold. A beautiful and ably edited magazine with concentrated newspaper circulation.

The American Sunday Magazine has undergone a wonderful development during the last year. It is, we believe, and we think we can prove, one of the three most powerful advertising mediums in the entire periodical field.

"The Evidence in the Case" is a brief which we have just prepared in regard to it. We will be glad to send a copy upon application.

THE AMERICAN SUNDAY MAGAZINE



CIRCULATION OVER 2,000,000

CHAS. S. HART, Advertising Manager

220 FIFTH AVENUE
NEW YORK

911 HEARST BUILDING
CHICAGO

Helping 40,000 Elgineers

Already the Elgin Watch Company has 40,000 distributors—40,000 channels through which buyers can get watches. There is also a factory in good working order, an excellent organization, efficient executives and a willing shipping department.

Observe that one more order per year from each Elgineer would pay several times over for a twelve-time campaign in *The Farm Journal*. Observe that to get this one more order per year per Elgineer would require no extra factory expense, no larger factory, no more "overhead."

Observe that the Elgin Watch Company has provided the watches and the retail distributors of whom country people could buy, and that all that remains to be done is to start the orders by consistent, persistent advertising in *The Farm Journal*. September closes August 5th.

Finally, observe how closely this Elgin situation parallels dozens of others. Yours, too? Well, September *FARM JOURNAL* closes August 5th, for you as well as for Elgin. Do something!

Getting the Better Prospect

How Some Advertisers in the Technical Field Are Doing It

If every inquiry in response to an advertisement was an actual live prospect, advertisers would have no cause for complaint or reason to restrict the distribution of their advertising literature.

Practically every advertiser is confronted with two problems; the second hinging closely upon the first. First, it is essential to get in touch with good prospects. Second, it is advisable to place advertising literature before them in such a manner as to insure that it will be read.

SORTING OUT CHOICE NAMES

The Combustion Engineering Corporation of New York City has been meeting with interesting success in circulating its latest catalogue advertising the Type "E" Automatic Stoker. R. C.

Beadle, the publicity manager, is a strong advocate of the theory that people who write for catalogues read them. And following this line of reasoning he put the following plan into execution.

From a list of members of the American Society of Mechanical Engineers, from 1200 to 1500 names were picked as representing the highest grade prospects, and the following letter was sent to all:

"New and valuable information is contained in the catalogue just issued by this company.

"As this book will not be distributed promiscuously, we write for your confirmation of interest in up-to-date and economical power-plant operation before releasing your

copy.

"Thanking you in

advance for your early advice, we are,

"Yours very truly,
"COMBUSTION ENGINEERING CORPORATION."

The returns from this letter hit the high-water mark of 33⅓ per cent. Those who failed to reply were dropped on the theory that if asked twice the force would be weakened and the proposition materially cheapened in the eyes of those who might receive a second communication.

At the same time the catalogue was mailed, the following short letter was sent, if the prospect was an operating engineer:

"When acknowledging receipt of our catalogue, which in accordance with your request we have mailed, will you please be good enough to advise the total boiler-horsepower of your plant."

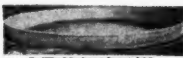
Properly Made Concrete is Watertight

Concrete, when properly made, is watertight. This is proved by the fact that seepage, when it does occur, is localized.

Five years of careful study have brought the committee on masonry of the American Railway Engineering Association to the conclusion that watertight concrete may be obtained by the following means: proper design; reinforcement against cracks due to expansion and contraction; use of proper proportions of cement and graded aggregates to secure the filling of voids; proper workmanship and close supervision.

The United States Bureau of Standards summarizes its comprehensive series of tests by stating that "Portland cement mortar and concrete can be made practically watertight or impermeable to any hydrostatic head up to 40 feet." The report further adds that "in order to obtain such impermeable mortar or concrete considerable care should be exercised in selecting good materials as aggregates and proportioning them in such a manner as to obtain a dense mixture."

Copies of this report may be obtained at 20c each, from the Superintendent of Documents, Government Printing Office, Washington, D. C. Remittance should be by postal money order, express order or New York draft.



Flow-Proofed Concrete Sewer Pipe, Smith

**UNIVERSAL
Portland Cement Co.**

—OFFICES—

CHICAGO : : : : 300 South La Salle Street
PITTSBURGH : : : : Fifth Building
MINNEAPOLIS : : : : Security Building
13,000,000 Barrels
Annually
Plants at Chicago
and Pittsburgh

FIG. 1—COPY THAT GETS THE GOVERNMENT'S BACKING, AIMED TO SECURE REPLIES OF HIGH GRADE

When the title of the prospect was Consulting Engineer the letter was changed, as follows:

"We thank you for your letter of . . . and in accordance with your request have forwarded, under another cover, copy of our type 'E' catalogue.

"Will you please advise in acknowledging this whether you expect to have, in the near future, any plant work in which we would be interested."

Again the percentage of returns ran high: 25 to 27 per cent acknowledging the catalogue and giving the information asked for, prompted by the final letter which was sent at the end of ten days if no acknowledgment was received:

"Upon request we mailed you . . . copy of our type 'E' catalogue.

"We would appreciate your acknowledgment, as we have been advised that in some cases the catalogues have not reached their destination promptly.

"Will you also advise the extent of your power plant, that we may be in a position to suggest economies and advantages for your further information and consideration.

"Thanking you for your interest, we are,

"Yours very truly,
"COMBUSTION ENGINEERING CORP."

The thing to be noted about this campaign is the brevity of the letters and the obvious attempt to get away as far as possible from the conventional advertising tone. The correspondence was placed wholly upon a business basis, and the results speak for the success of the plan. While it would have been possible to have sent the catalogue

to the entire list, the ultimate effect would have been weakened. The 33⅓ per cent who asked for the book represented the pick of the 1500 names.

WHERE A-1 LISTS ARE NOT AVAILABLE

Probably the method pursued by the Combustion Engineering Corporation represents the surest way of getting the better prospect, but it is not always possible to work along just these lines. In many cases lists of names are not always available, and even where they are used new and unrecorded pros-

From Every Viewpoint

ORANGEBURG FIBRE CONDUIT

is Ideal for

CENTRAL STATION WORK

Two outstanding advantages of this conduit are its very high tensile strength and its corrosion resistance. The insulating resistance of Orangeburg Fibre Conduit is so high that it compares readily with porcelain—in all cases, except in the case of lightning (during lightning storms).

The same tests showed that it will not absorb sufficient moisture to destroy its insulating qualities.

Orangeburg Fibre Conduit offers important advantages over other materials which lead from government to government, from the farmer to the city, and from the city to the city.

It will resist corrosion and rust almost indefinitely, it absorbs hygroscopic gases as A. C. materials, it is inexpensive and easy to install.

Cable carrying conduits of Orangeburg Fibre Conduit cut out from four to eight, with little or no respect to composition permits the handling of heavy cables under any conditions for the most complicated situations.

Used since 1914 by the Telephone Power Co., for transmission cables carrying alarm calls. Approved by the Underwriters.

Send the coupon and Book "F" giving full data and no request, will be sent by return mail.

THE FIBRE CONDUIT COMPANY
ORANGEBURG, N. Y.
NEW YORK BOSTON CHICAGO SAN FRANCISCO

The Fibre Conduit Co., Orangeburg, N. Y.
I am interested in the use of Orangeburg Fibre Conduit for my business and will send you a coupon for a sample and literature.

Name _____ Title _____
Company _____ Address _____
City _____ State _____ Zip _____

FIG. 2—THE WORD "TITLE" IN THE COUPON WILL MAKE A MAN THINK TWICE BEFORE HE MAILS IT, UNLESS HE IS A COMPANY EXECUTIVE

pects must be gained by advertising for them. And right here, in this latter method, the advertiser lays himself open to enormous waste of samples and expensive literature unless certain steps are

taken to restrict and govern their distribution.

A traveling salesman for a large hack-saw manufacturer was recently overheard raking the home office over the coals.

"I wish that the sales department had a better system of judging inquiries," he protested. "It certainly would save us fellows on the road a lot of time and wasted energy. Why, only last week they sent me the name of a prospect in my territory who had written in for a catalogue and a free assortment of samples. After spending half a day getting to the place I bumped into a private residence and stumbled over a kid in the front yard playing with one of those big toy automobiles. As a result of my investigation I found that the boy had written for the samples and was carrying them around in the toolbox, strapped to the side of the 'car.'"

Practically every advertiser can duplicate this experience and can match it with others along similar lines.

ELIMINATION OF CURIOSITY-SEEKERS

Getting the better prospect means, for one thing, the elimination of the mere curiosity-seeker, as well as the lower grade of inquiries which embrace those persons who do not buy or even influence buying. Obviously, it is a serious leakage of good money to send a dollar catalogue to a man who, in the natural course of events, can never be expected to amount to anything resembling a good prospect.

A rather novel attempt was recently made by the Universal Portland Cement Company to secure

the better prospect in an indirect way.

Figure 1 shows the advertisement in *Engineering Record* which unfolded the plan. The copy refers to a series of comprehensive tests made by the United States Bureau of Standards proving that "Portland cement mortar and concrete can be made practically watertight or impermeable to any

"This is the Best Catalog that Has Come Into this Plant in Many a Day"



"See this Blueprint?
"We could save money if
we turned our shafts
this way too."

The General Manager
is showing the new Lo-
wing Blueprint Book
to the proprietor.

Both are interested.
The General Manager
has discovered a hint
whereby expenses can
be reduced; and this
hint is only one of many
such important pieces of
information contained in
this new collection of
Blue Prints, supplement-
ed by valuable data
and clear explanations.

Write for a Copy of this New Lo-wing Blueprint Book

Some time ago we issued a small bound collection of Blue Prints showing Multiple Tool
Production set-ups of shaft subjects as turned on the Lo-wing lathe.

This book made an instant hit because it actually told something.

We have gotten out another one, larger and far more extensive than the former.
Each page is a real blue print and all illustrations are clearly explained by interesting reading
matter, something which the old edition lacked.

If you are an Owner, Factory Manager, Production Man, Superintendent
or Foreman, you are entitled to a copy. Use the coupon and get
one today.

Fitchburg Machine Works
Fitchburg, Mass.

Fitchburg Machine
Works,
Fitchburg, Mass.

Customer—Kindly send me a
compendium copy of your new
Lo-wing Blue Print Book.

Name _____

Position _____

Address _____

FIG. 3—THIS COMPANY MAKES AN ESPECIAL BID FOR IN-
QUIRIES OF THE BETTER SORT, BOTH IN THE IL-
LUSTRATION AND THE LAST PARAGRAPH OF THE COPY

hydrostatic head up to 40 feet"
The advertisement closes with the
following paragraph:

"Copies of the report may be
obtained at 20 cents each, from the
Superintendent of Documents,
Government Printing Office,
Washington, D. C."

In this case, the U. S. Govern-
ment actually gets the initial di-
rect inquiry, as induced by the ad-
vertisement, the Universal Port-
land Cement Company resting con-

tent to receive the inquiry indirect after the prospect has sent for and read the Government report.

It stands to reason that any inquiries ultimately received by the company will be of a particularly high order, not only because mere curiosity-seekers will have been eliminated, but also because the Government bears a hand in proving the company's contentions.

ASSUMES THE READER TO BE A
LIKELY BUYER

The Texas Company, in a recent advertisement, endeavors to secure the better prospect by a frank and somewhat unusual personal appeal to the reader. The opening paragraphs are aimed to get the better prospect interested by stating the proposition in such a way as to politely discourage the man who does not mean business. The copy opens as follows:

"Because you read this page we think you are the type of man who will be willing to try Texaco Lubricants (if you are not already using them).

"Your reading this page and this paper shows that you wish to get the digested views and experience of people in fields similar to your own. Hence you will appreciate the utility of the Texas organization"

Copy of this sort is a veiled way of asking the better prospect, and none others, to reply.

The use of the coupon plays an important part in getting the better inquiry.

Figure 2, from the *Electrical World*, is shown as a typical example. In order to receive Book "E" the signer must fill in his name, title, company's name and address.

The keynote of this coupon is the one word "Title," and it is a higher term than the more common word, "Position." "Title" assumes that in order to be eligible the signer must hold an executive position of some kind and the use of this word is a good point to remember. A lathe-hand, for example, will write his occupation on a coupon after the word "Position" much more readily than after "Title," which latter in-

fers executive standing and so discourages him.

DISCOURAGES CURIOSITY-SEEKERS

Another method which is often used to get the better prospect is found in the plan of stating, directly in the advertisement, exactly what particular class of men are entitled to copies of the book offered.

Figure 3, taken from the *American Machinist*, shows how the Fitchburg Machine Works used this plan. The final paragraph of copy limits the distribution in these words—"If you are an Owner, Factory Manager, Production Man, Superintendent or Foreman, you are entitled to a copy." The picture also conveys an idea of the type of men wanted and the opening paragraph states—"The General Manager is showing the new Lo-swing Blueprint Book to the proprietor." Thus, in coupon, picture and copy, there is no excuse for any misunderstanding regarding whom the book is for.

That this kind of advertisement actually *does* ensure better prospects is proved by the results obtained by this same company a few years ago when practically the same kind of advertisements were used to distribute the former edition of their Blueprint Book. A total of 760 coupons were received from 166 proprietors and managers, 240 superintendents and master mechanics, 204 foremen, 63 designers and draughtsmen, five toolmakers, 41 machinists and 41 unknown. It can readily be seen from the tabulation, that practically all the inquiries received represented the highest-grade prospects, the five toolmakers and 41 machinists being the only departure from the class of names desired. And as final proof the orders closed from these inquiries amounted to \$19,428.

The trend of to-day, especially in technical advertising, is to go after one particular man, or class of buyers. Advertisers are getting further and further away from the older policy of offering their catalogues to Tom, Dick and Harry.

(Continued on page 25)

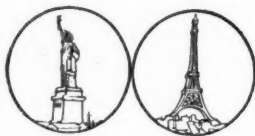
OUR business is everybody's business, which is the excuse for directing your attention to the splendid record which has been made by Collier's during the first six months of 1915.

	<i>Lines</i>	<i>Revenue</i>	<i>Aver. Net Circ.</i>
1915	347,637	\$1,094,729.61	841,345
1914	300,183	780,520.99	721,920
Increase	47,454	\$314.208.62	119,425

This well rounded out result is due entirely to the sound and healthy methods underlying every branch of our business. It marks the first step in the forward movement that Collier's is making toward leadership in the periodical field. The cause of this headway is Collier's honest, independent and progressive editorial attitude and the clean, clear-cut policy which characterizes its dealings with advertisers. The basis of this policy being: attested circulation statements and the money-back guarantee, both of which were first established in the general magazine field by Collier's.

We are sincerely grateful for, and proud of, the alertness and readiness with which advertiser and advertising agent alike have come forward with a lively recognition of this progress and record.

COLLIER'S THE NATIONAL WEEKLY



**Butterick success abroad
is a tribute to American
industry and enterprise.**

**In Europe the magnitude
of our business is remark-
able. Second only to the
volume of Butterick busi-
ness in Europe is the unique
character of its patronage.**

**We have in our possession
bound volumes containing
original signed orders from
the Royal Households and
Nobility of almost every
country in Europe.**

**We give a few—a very
few—of the hundreds of
names of ladies of title who
have sent us orders over
their own signatures:**

**Lady Lawley, Hon. Sec., Her Majesty Queen Mary's
Needlework Guild, St. James's Palace**

Duchess of Beauford	Lady Leicester
Countess of Pembroke	Lady Marcus Beresford
Lady Forbes-Robertson	Lady Lilian Grenfell
Miss Kipling	Lady Leven
Lady Smith-Dorrien	Dowager Duchess of Roxburgh
Lady Garden	Baroness de Wolff
Lady F. Gordon-Duff	Lady Gore Booth
Comtesse de Beauregard	Lady Muriel Beckwith
Duchess of St. Albans	Lady Borrowes
Lady Rothschild	Lady Victoria de Trafford
Countess van Limburg Stimm	Lady Earle
Countess G. Mannini	Lady Florence Eden
Princess Schonburg	Marquise de la Pasture
Baronne de Salignac- Fenelon	Lady Wallace
Comtesse de Castellane	Lady Sheffield
Honorable Muriel French	Lady Laurence
Countess of Shannon	Honorable Lady Parsons
Viscomtesse de Lamirault	Lady Wimborne
Miss Ellaline Terriss	Lady Ponsonby
Baronne de Rosny	Dowager Countess Granville
Lady Sandhurst	

**In every civilized community
throughout the entire world But-
terick's supremacy is acknowledged.**

THE BUTTERICK PUBLISHING COMPANY

NEW YORK

CHICAGO

BOSTON

Member A. B. C.

WE'RE GLAD YOU KEEP BUSY BUT—

¶ The time it takes to say "Send us The Sperry Magazine" will be well spent if it gives you a new angle on the question of **direct** manufacturer-dealer-consumer service.

¶ "The Sperry Magazine" offers you a guaranteed circulation of 500,000 copies among **persistent** buyers of everything for wear, convenience, service or adornment—either personal or for the home.

¶ If your products will stand the test of **The Woman-Who-Buys** as to price, quality or merit you can profitably add "The Sperry Magazine" to your list.

¶ Thousands of America's most progressive dry goods merchants—your customers and ours—are backing "The Sperry Magazine" plan enthusiastically—it is bringing new custom and new money to their stores.

It will do the same for your products

*We will gladly send "The Sperry Magazine"
with or without rate card*

THE SPERRY MAGAZINE

Published For The Woman-Who-Buys

Two West Forty-fifth Street, New York

WILLIAM STARR BULLOCK, *Business Manager*

and are using various ways and means to get their literature in the hands of the better prospect.

To do this sometimes takes nerve, especially when the directors are clamoring for a large number of inquiries, directly traceable to the advertising. It is then that the advertising man must choose between two paths—the easiest way and the hardest—for it is one of the easiest things in the world to merely "get rid" of a catalogue edition.

It would scarcely be fair to mention the name of the advertising manager for a certain New England machine-tool manufacturer in view of the confession which follows. A visit to his office brought to light a huge pile of inquiries, requests for samples, etc., which had been thrown together in a large binder and filed. The story was an old one. At first the advertising had been aimed to interest a particular class of possible buyers and free offers were limited to certain restrictions. Naturally the inquiries received were comparatively few, but choice in quality and especially desirable for future sales development.

The blow fell out of a clear sky one day during the absence of the advertising manager who had built up the policy. An advertising solicitor called, representing a rival paper to the one the company was advertising in, and by chance interviewed the president. The solicitor talked "big immediate returns shown in a large number of inquiries," and succeeded in getting the president aroused to the fact that "inquiries were the thing and the only proof of the pulling power of a paper." And taking advantage of his hold he offered to have his paper prepare the copy.

The next day the president and the advertising manager had it out between them with the result that the glib solicitor got his contract and order to write his own copy.

The stack of shelved inquiries was the result; practically worthless from a workable standpoint, the whole collection not being worth five of the carefully gathered prospects under the established method.

Getting the better prospect is less spectacular, but it is worth all the gray matter and energy expended in developing a suitable method.

"Printers' Ink" Remains an Essential

TORONTO FURNITURE COMPANY, LTD.
Toronto, Can., June 12, 1915.

Editor PRINTERS' INK:

You will find enclosed a money-order for \$2.50 to cover the renewal of my subscription to your journal. I don't know why you always seem to take for granted the possibility of my dropping off your circulation list; or maybe it is your faith in the ounce of prevention; but anyway each year when it comes time to renew I get a letter telling me all about PRINTERS' INK and what it is doing for advertisers. Doesn't that strike you as being a bit superfluous to one who has been reading it all the year around? Soft pedal on the multi-graph; simply bill me when my subscription is about to expire and I will remit. If the best man on your staff was to write a letter four pages long single-spaced, I venture to say that it wouldn't be half so convincing as a single copy of the paper itself. During this trying period, when everything must prove its worth or "get off," PRINTERS' INK is one of the few things now remaining on my list of essentials. What more could I say as to its practical value?

WM. G. COLGATE,
Mgr. Advertising & Sales.

To Manage Fairbanks Scales Advertising

H. L. Hamilton, formerly advertising manager of the Consolidated Gas, Electric Light and Power Company, of Baltimore, is now advertising manager of the Fairbanks Company, with headquarters in New York City.

New Accounts of Joseph A. Richards & Staff

The following advertising accounts have recently been secured by the agency of Jos. A. Richards & Staff, New York: Gould Storage Battery Company, Hodgman Rubber Company, Pennsylvania Cement Company, and Nairn Linoleum Company.

"The Dutch Boy" on Advertising

When a man ties a knot in his handkerchief, he does so to remind himself of something. So your advertising acts as a knot in the memory of people, that reminds them of you and your business every time they think paint, hear paint, see paint.—From "The Dutch Boy Painter."

Forces That Are Reshaping a Big Market

Why the Price of Automobiles Is Falling

By George L. Sullivan

A STRIKING feature of the past spring has been the sharp reduction in the prices of several leading "makes" of automobiles. Manufacturers who have been keeping watch of tendencies in the automobile market—on the theory that it was, in a way, a barometer of consumer demand—must have speculated at its rapidly changing aspects.

Briefly phrased, our old friend, Saturation Point, has been issuing his rules and regulations. Automobile manufacturers who have created large plants and, by liberal advertising, have laid the groundwork of prestige for a big future output cannot let go. If they cannot sell a "class" car at a "class" price, they must forget their pride of place and go where business is.

I do not think there ever has been an opportunity like the present one for manufacturers to watch, right out in the open for all to see, the vital play and interplay of the forces of market-making.

About a year ago, at the time the cyclecar threatened to invade the automobile market, a very shrewd observer of automobile conditions in this country made this remark:

"The trouble with us in this country is that we began to build automobiles at the top of the pyramid of prices. The little section at the top of the pyramid was quickly filled. Then makers began to realize that the nearer they approached the base of the pyramid in prices the wider they increased their angle of possible customers, and with every reduction of \$100 or \$200 in any model, they made it possible for a constantly increasing proportion of Americans to purchase automobiles."

Automobiles since their first manufacture, or more correctly after a period covering two or three years immediately following the inception of the industry, have

had a constant tendency to drop in price. The betterment of the product has kept constant pace with this downward trend in prices, so that to-day it is possible to buy an automobile fully equipped, with everything that the owner may desire, at about one-third the price he would have been asked for a less perfect product even five years ago, and to which he would have had to add as extras, and at an additional expense, such things as windshield, top, horn, speedometer, etc.

WITH STANDARDIZATION, PRICE DROPS

With every succeeding season the public asks itself how much lower the automobile can go and still be worth buying. Enormous productions and standardization of manufacture have been largely responsible for the reduction in prices. It is obvious that when a manufacturer turns out 300,000 units all exactly alike, his overhead per unit and cost of materials and labor are very low in comparison to similar charges against any one of a number of models.

This multiplicity of models was the cause a few years ago of nearly wrecking one very large manufacturer who was very well known. When the reorganization committee took hold of the proposition they insisted that the number of models should be reduced from over 60 to 12. To-day that concern is in a more healthy sound condition than ever before.

The reduction of prices this year has made a very deep impression on the buying public. A car that has been selling for two seasons at \$1,075 has been reduced to \$750. It is identically the same car. Another model selling at \$1,550 has been reduced to \$1,350. This too is identically the same car as at the higher price. This reduction has been duplicated in many instances.

The question must inevitably arise in the mind of the man who paid \$1,550 as to whether or not he had furnished the manufacturer, distributor and dealer an unjust profit. And this question may be truthfully answered "no," because at the time he purchased his car the cost of production at the factory was, proportionately higher than at the present time.

Another question which comes up to every thinking man at the present time is this: What is the significance of the present reduction in price and what will be its effect in the purchase of an automobile? The first significance of it has been touched on above, *i. e.*, the ability of the manufacturer to produce at less cost and his willingness to give his purchaser the ability to buy a better product at less cost.

Probably the next significance of it is the effect it will have on the second-hand car market. The dealer will suffer some intrinsic lack of profit, perhaps not in per-

centage but in actual money, which will force him to efforts toward a greater sale. At the same time it will make him very cautious about taking in second-hand cars as partial payment for new cars. This will result in the owner of a second-hand car being dissatisfied with the deal offered him by the dealer and he will decide in many instances to run his present car another season at least.

On the other hand, it will bring into the market a great host of people who have long desired to own an automobile and who now find it within their power to purchase a new car. In other words, the angle of the pyramid will have progressed near enough its base to have included them in its purchasing power.

This has been shown already. There is a New York dealer, who, about the 20th of April, was entirely out of cars. The product of the factory had been exhausted. Following this, there were weeks without any cars to sell. Then came

The George L. Dyer Company 42 Broadway New York



Newspaper, Magazine and Street Car Advertising

Publicity and Merchandising Counsel

the new models, much in advance of the usual date of introduction. The result was an overwhelming rush to purchase. On June 16th he reported that he had for delivery between then and July 4th over 100 orders and that he had turned down in the ten days previous 25 orders for cars rather than accept them and disappoint his customers later on deliveries.

He is known everywhere as possibly the shrewdest retail sales manager in New York. He said: "I have been selling automobiles for ten years. I have never known anything like the present rush for cars. We are literally selling them over the telephone and we have just closed the biggest year in our history. Several other makers have also enjoyed banner years."

Another man in the automobile industry who is a deep thinker along production lines says that the plans of the largest manufacturers this year as announced by them, and not including those manufacturers who turn out 5,000 and less cars a year, call for the production of close to a million cars in this country this season.

What the insurance companies would call "actuarial figures" show that this country can absorb between six and seven hundred thousand new cars every year.

This observer points out that the production of a million cars means a production of one car for every one hundredth person of the entire population of the United States—man, woman and child. Based on the average life of a car of three years, and taking into consideration the growing tendency for a man to keep his car more than one season, these figures would provide one new car a season for every thirty-third person of the entire population of the United States—man, woman and child. He predicts an enormous over-production and it is not expected that foreign conditions will better themselves sufficiently soon to make the foreign market a dumping-ground for any of this surplus.

Already, some of the larger manufacturers have grasped this

fact and have curtailed their original plans for enormous productions. In one case a concern making 10,000 cars this year announces 75,000 for the coming year, but have cut that to 50,000. Even with these reductions, this man thinks that there will be a great over-production.

AUTOMOBILE HAS BECOME A UTILITY.

Every year the automobile is coming to be more certainly a utility. The man who drives 50 miles into the country of a Sunday afternoon and 50 miles back is not nearly as numerous, with the exception of the enthusiastic brand-new owner, as he was a year ago. He is going back to his golf, his tennis, his gardening or his quiet Sunday at home, and the car stands in the garage or is used to bring his guests from the station only.

A striking instance of this, which is developing all over the country, is observed in a very small Jersey town. This year eight men whose average income is not over \$4,000 a year have purchased automobiles. They are used almost entirely by the women of the families to run over to the county town for shopping and to the neighboring golf-courses for a round of golf. But these cars are used very little by the men. Perhaps not more than once a week for the mere sport of riding somewhere and coming back.

I look to see automobile selling and advertising proceeding from now on with some degree of certainty as to possible demand. Every well-wisher of the industry can ask nothing better than that automobiles be sold on their utility basis, for being so sold, they will in the main be sanely sold.

Chain Store Advertises Well-known Products

Under the headline, "The Joy of a Perfect Morning Shave," the Owl Drug Company, a chain with 21 stores on the Pacific coast, featured several nationally advertised articles in the newspapers. Among the items on the list were Gillette safety razors, Pinaud's Lilac Vegetal, Pompeian cream and Gillette, Ever-Ready and Durham razor blades.

IN REGARD to the use we make of the American Machinist: The Packard Motor Car Company subscribes for two copies. These copies are furnished to the *various factory executives*, are read by them, and returned to our library where they are filed.

The copy furnished to our Mechanical Superintendent is used for referring to articles on various subjects as well as the *advertisements of machines and tools*.

The writer takes the copy which is furnished to his office and goes over all of the articles marking such as might be of interest to certain of the factory executives and sends it to them for their comments. It is then returned and bound every six months.

We firmly believe in the American Machinist and we believe we more than get a return on the cost of subscription from the reading matter as well as the advertisements.

F. F. BEALL, Vice-President of Manufacturing
Packard Motor Car Co.

The American Machinist is one of the five Hill Engineering Weeklies published at 10th Avenue and 38th Street, New York City. The others are **The Engineering & Mining Journal**, **Engineering News**, **Power and Coal Age**. All Members of the A. B. C.

Canada and the War

ECONOMICALLY considered, the outlook in Canada is far from being depressing. The advance in prices of commodities which Canada can supply has been in many respects a boon to the country.

Canada's exports are increasing gratifyingly, and for the first time in many years the balance of Canada's foreign trade is in her favor. For the first 5 months of 1915 the increase of exports over imports as compared with the same period of 1914 was \$40,150 000.

Canada is becoming less and less dependent on borrowed capital for her development. For production she has more machinery. Great stretches of country have been tapped by new rail lines, thus

making their produce available for export. Canada will in all probability be able to sell more than she buys for some time.

Canada will obtain at least \$100,000,000 more for her 1915 cereal crops than is obtained normally. She will profit greatly from the sale of cattle, the demand for which is extraordinary. With Canada's great resources in the way of producing cereals and food for cattle, the prolongation of the war is not likely to impair her economic position.

In the light of all this Canada should prove to be a very attractive country to American manufacturers desirous of extending their foreign trade, and is a good country in which to establish branch industries.

The dailies listed below are leading mediums in the cities where they are published. Write for rates and other particulars

	NEW YORK	CHICAGO
QUEBEC LE SOLEIL	GEO. B. DAVID, Inc., 171 Madison Avenue	GEO. B. DAVID, Inc., 601 Hartford Building
ST. JOHN TELEGRAPH & TIMES	F. R. NORTHRUP, 225 5th Avenue	F. R. NORTHRUP, Association Building
HALIFAX HERALD & MAIL	DIRECT	DIRECT
VANCOUVER PROVINCE	LOUIS KLEBAHN, 1 W. 34th Street	H. De CLERQUE, Mallors Building
EDMONTON BULLETIN	JOHN SULLIVAN, 5th Avenue Building	A. R. KEATOR, 601 Hartford Building
REGINA LEADER	LOUIS KLEBAHN, 1 W. 34th Street	H. De CLERQUE, Mallors Building
WINNIPEG TELEGRAM	VERREE & CONKLIN, 225 5th Avenue	WALLIS & SON, 1st Nat. Bk. Building
WINNIPEG FREE PRESS	LOUIS KLEBAHN, 1 W. 34th Street	H. De CLERQUE, Mallors Building
LONDON FREE PRESS	D. J. RANDALL, 171 Madison Avenue	ELMER WILSON, Tribune Building
TORONTO TELEGRAM	VERREE & CONKLIN, 225 5th Avenue	VERREE & CONKLIN, Steger Building
TORONTO GLOBE	VERREE & CONKLIN, 225 5th Avenue	VERREE & CONKLIN, Steger Building
OTTAWA JOURNAL	La COSTE & MAXWELL, 45 W. 34th Street	La COSTE & MAXWELL, Marquette Building
OTTAWA FREE PRESS	CHAS. H. EDDY CO., 5th Avenue Building	CHAS. H. EDDY CO., Peoples Gas Building
MONTREAL LA PRESSE	THE W. J. MORTON CO., 5th Avenue Building	THE W. J. MORTON CO., Tribune Building
MONTREAL GAZETTE	JOHN SULLIVAN, 5th Avenue Building	H. De CLERQUE, Mallors Building

IN CANADA USE THE DAILIES

The Effect of a Year of War on American Trade Abroad

Predictions That Proved True and Some Curious Conditions Which Have Influenced the Foreign Market

By Walter F. Wyman

Mgr., Export Dept., The Carter's Ink Company, Boston, Mass.

THERE has been a year of European war. At the outbreak of hostilities there were calamity-howlers who predicted the end of business and blue-sky artists who expected the world to lay its wealth in the laps of American merchants.

It is entirely understandable that the widest of differences of opinion and statistics should exist in regard to the effect of the year's War of the Ten Nations on the foreign trade of the United States.

Manufacturing exporters whose sales before the war were largely in continental Europe have quite naturally suffered, in some cases to such an extent that their foreign sales have only a paper existence and now consist of indebtedness highly difficult to collect. Others, whose foreign sales have also always been confined to Europe, but whose products are of a nature in demand in times of war—such as shoes, knitted goods and other items of military equipment, have had a record year. Still a third class, whose products have never been able to make headway against German competition, have in the past year made great strides in other parts of the world. It is not an inviolable rule that exporters whose distribution was world-wide before the war have made increased sales in the past year. However, in eight cases out of ten where this is not true the result has been largely self-imposed by a pessimistic sales or credit manager.

The situation in regard to export advertising has been in a similarly confused state. Almost simultaneously with the start of the war, a large number of exporters sent in cancellations of advertising contracts. True, the majority of these cancellations were

withdrawn when the export journals set forth the unusual opportunity for permanent benefits through continued relations with the foreign trade at a time when European rivals were badly handicapped.

In the eleven months since, many new export advertisers have sprung into being. This gain, however, has been offset to a large extent by withdrawal of advertising by firms whose credit and treasury departments have frowned on export endeavor as long as war conditions existed. The export journals published in this country have been responsible for thousands of dollars in export orders coming to this country which before the war went to European manufacturers. In many cases these export papers have conducted elaborate campaigns (in Latin America particularly) designed to present the advantages of dealing with American manufacturers, and this well-timed effort has been of real value to the country at large as well as to the advertisers.

CURIOSITIES THAT EXPORT FIGURES REVEAL

There was a decrease in imports of cotton goods of \$21,600,000 and an increase of exports of \$14,600,000, compared with a like period in 1914, indicating for the full year July 1st an export total of \$75,000,000. So far these statistics are commonplace though new records. But note the analysis of shipments which in some of the sub-divisions defies explanation.

We sent to China only 13,000,000 yards, compared with 79,000,000 in ten months of last year; to South America, 26,000,000, against 35,000,000 last year; to Central America, 24,000,000, against 30,-

000,000, and to Haiti, 9,000,000, as against 22,000,000. Gains included shipments to the United Kingdom, 12,000,000 yards, compared with 2,000,000 in ten months of last year; to Cuba, 30,000,000 against 20,000,000; to the Philippines, 83,000,000 against 73,000,000; and smaller increases in sales to Canada, Mexico, Aden, India and other countries.

Another oddity in the situation is that at a time when freights were high and vessels to carry them few, the vessels and tonnage of the American merchant marine fell off from 1,291 vessels of 311,578 gross tons in the year ending June 30, 1914, to 1,226 vessels of 215,711 gross tons for the year ending June 30, 1915.

The first eleven months of the war show an increase of nearly \$300,000,000 in exports, but crude foodstuffs and food animals alone show a gain of \$364,701,419 for the eleven months ending June 30th. During the same period our exports to France doubled, to Italy all but tripled, and to Great Britain increased by \$300,000,000 (equal to our total export increase) while to Germany exports dropped from a yearly volume of \$328,115,430 to \$400 for the month of May, 1915, and to Austria from \$21,280,037 to \$1,240,167 for the yearly period.

The total exports for the first year of European war will be roughly two and one-half billion dollars as against one and one-half billion in imports or a trade balance of nearly half a billion greater than the highest record heretofore.

The situation as regards exports from the United States to South America is by no means a matter of unanimous opinion. One of the most prominent exporters, whose export history dates back so many years that he can claim to have been a pioneer in direct exporting, has all but ceased export shipments to Brazil and several other Latin-American countries. While doubtless one reason is that its branches were well stocked and that they preferred to turn the stock into money at the risk of lost sales later on, it casts a pe-

culiar light on the situation.

To contrast with this a prominent and almost equally experienced exporter has shown a record year in every South American country with the single exception of Peru which was admittedly overstocked with his product in early 1914.

The reason for this exporter's 100 per cent increase is doubtless due to the fact that he increased the appropriation for Latin-American sales promotion 100 per cent the moment it became clear that Europe's war was more than an affair of a few weeks. His courage has shown that instead of waiting five years or perhaps a decade for the reward, it has come to him unexpectedly and almost overnight.

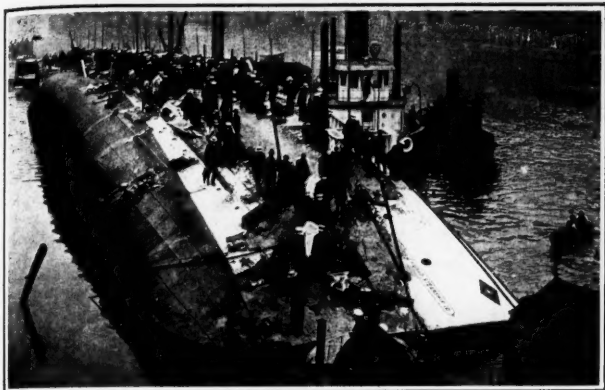
NEW METHODS IN JAPAN WILL HELP US

The countries of the Far East offer no simple question for credit analysis. Japan, so heavily taxed as to make living itself almost a luxury, is in many ways no longer the market for manufactured lines that it was even five years ago. Economically Japan is better off by the change in its merchandising processes which have eliminated to a very large extent the English and American firms who formerly acted as middlemen. The Japanese now handle in some lines 95 per cent of the business where a decade ago the foreign firms handled 90 per cent of it, which certainly leaves in Japan an immense amount of money more or less free for purchases from the United States.

It is worthy of note that the Japanese who are now handling this vast volume of business have seen much good in American sales methods as well as American-made products, and it would not be surprising if the loss of the foreign indentors in Japan might ultimately work out to the advantage of the nations they represented.

On the surface, China is not as good a market as before the war, due to Japan's demands upon her. This is a very superficial view, for

(Continued on page 37)



"A strong picture is worth ten thousand words."—

Arthur Brisbane

Pages of words cannot make you *see* a thing like the Eastland disaster.

The mechanical accuracy of one photograph drives it home. You can *see for yourself* the way the fifteen hundred excursionists were drowned within a few feet of land.

Words may be changed to fit the bias or emotion in the writer's mind, or to fit some evolution in public taste and thought; but the photograph must ever remain the most human, complete and accurate method of making the public *see for itself* the vital news of the world.

For 3100 consecutive weeks Leslie's has brought to its readers the news of the world through *pictures*; and the close of its sixtieth year finds it still adding to and speeding up a service already unmatched in the periodical field.

Leslie's

Illustrated Weekly Newspaper

LUTHER D. FERNALD, ADVERTISING MANAGER

CONKLIN MANN, EASTERN MANAGER

P. F. BUCKLEY, WESTERN MANAGER

There is only ONE genuine Broadway Subway.
It follows Broadway for 10 miles NOW, not $3\frac{1}{4}$ in 1917.

ARTEMAS WARD TRADING AS WARD & GOW

offers to advertisers the poster and car card space on the Interborough Rapid Transit Systems of Greater New York, comprising

BROADWAY SUBWAY

from the heart of Brooklyn to the top of the Bronx—73 track miles. The original and only Broadway Subway

NEW YORK ELEVATED
NINTH, SIXTH, THIRD and SECOND AVENUE lines—118 track miles. Completely "covering" Manhattan and crossing the Bronx. New York's original "Elevated"

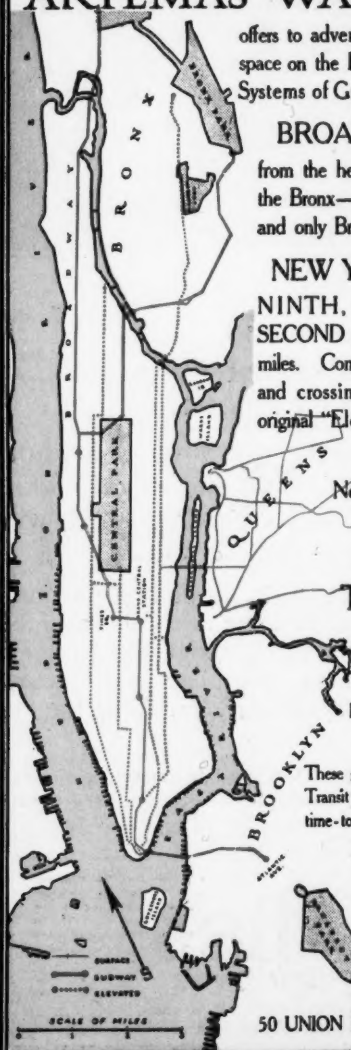
IN ADDITION
New York and Queens Co. Ry.
76 track miles (surface)

Total traffic close to
TWO MILLION
Passengers
DAILY

Public Service Commission's Report
1,976,851

These great Subway and Elevated Rapid Transit Systems carry only FAR RIDING time-to-read passengers and attention is compelled to the car cards by an absence of street-surface attractions. The circulation, always on the increase, is officially reported by a State Board. Investigation will prove our rates to be remarkably moderate.

50 UNION SQUARE, NEW YORK CITY



There is only ONE genuine Broadway Subway.
It follows Broadway for 10 miles NOW, not $3\frac{1}{4}$ in 1917

ARTEMAS WARD TRADING AS WARD & GOW

In 1917 will offer to advertisers the car card space on all additions to the present Interborough Subway and Elevated systems, which have been under exclusive Ward & Gow advertising control for 15 years. These new lines, scheduled for completion in that year, comprise:

SEVENTH AVE. SUBWAY

Times Square south under Seventh Avenue and into Brooklyn, 6 miles in two directions.

LEXINGTON AVE. SUBWAY

Grand Central Station, north under Lexington Avenue and into the Bronx, 6 miles in two directions, reaching the city limits.

QUEENSBORO TUNNEL (STEINWAY-BELMONT)

Times Square and under East River to Long Island, penetrating Queens, easterly, for 5 miles.

ORIGINAL SUBWAY (Lenox Branch) EXTENSION

Bronx Park, north, to city limits.

SECOND AVE. ELEVATED EXTENSION

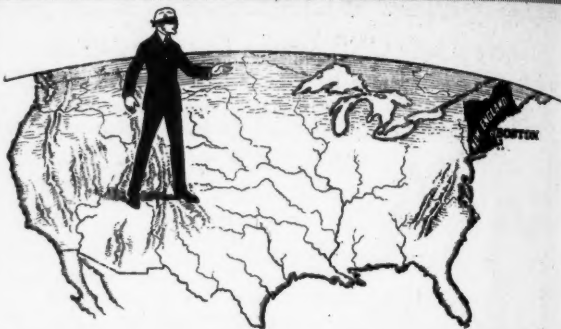
58th St. across bridge to Queens and north for two miles.

THIRD AND NINTH AVE. ELEVATED EXTENSIONS

Bronx Park to White Plains Road.
155th St. to Jerome Avenue.

Greater New York, the largest retail center in America, can be completely blanketed by advertising on these far-reaching systems, and all under one contract. The geography of New York compels the use of rapid transit lines by everyone frequently and by the majority of riders twice daily.

50 UNION SQUARE, NEW YORK CITY



Don't Play Blind Man's Buff

Testing out an unknown or untried territory is a sort of Advertiser's Blind Man's Buff which is mighty expensive. It results in a waste of time, energy and money.

Eliminate the element of chance. Cast prejudice, sentiment and guesswork aside and base your campaign on cold-blooded facts. Come direct to Boston and New England, a tested territory of proven worth. Here you will find the short, straight route to what you want—more sales, with low selling cost.

First, there is Municipal Boston—the richest city in the United States in point of per capita wealth. In 1913 there were 55,807 homes ranging from \$2,000 to \$11,000 with over 10,000 of them valued at \$5,000, and close to 12,000 homes ranging from \$11,000 to \$100,000. Now haven't you something you want to sell to these homes?

Then there is Metropolitan Boston with its 39 cities and towns and its 1,500,000 people with over \$445,000,000 in savings banks alone. Think of the 5,500 grocers—all within a radius of 13 miles and the speed and economy with which they can be "covered." Haven't you something to sell in this territory?

Think of the 3,470,000 people

within 50 miles of Boston—1/20th of the population of the United States—and the \$899,279,596.16 due bank depositors in the state of Massachusetts—a greater per capita saving than that of New York, Pennsylvania and Ohio combined. In fact the buying power of all New England is correspondingly high.

And now comes the Boston American—a powerful factor in developing trade in this rich territory at low cost. The Boston American goes into the home in the Evening and Sunday. It reaches members of the family when they have time to read—when they are in a receptive mood.

The Boston Evening American now goes to almost 400,000 buyers daily and to more than 325,000 Sunday. This is by far the largest Evening and Sunday net-paid circulation in New England and the rate is the lowest per agate line per thousand circulation in this territory.

The Boston American will be glad to answer your questions concerning this trade-field!

BOSTON AMERICAN

80-82 Summer Street, Boston, Mass.

NEW YORK OFFICE
1789 Broadway

CHICAGO OFFICE
504 Hearst Building

Japanese oppression has done much to call forth the truly national spirit in China. All China now realizes that her best defense against continued Japanese oppression will come through business channels and no stronger evidence can be given that they look upon the United States as a worthy connection than the recent visit of the Chinese Commissioners.

In the words of B. Atwood Robinson, adviser to the Chinese government and peculiarly fitted to gauge the possibilities of increased trade with China by American manufacturers: "Unquestionably there never existed in Chinese history a time when good salesmanship, good products and good policies would bring to the American manufacturer a greater harvest. It is not a market for a year, but *the* market for the next decade."

In such comparatively little-known markets as Siam, Straits Settlements, Java and Burma there is arising a condition highly favorable to the greater importation of American-made goods, purely because of the anti-German feeling which culminated in the arrest for treason and espionage of a number of prominent German merchants.

E. H. Foot, whose 12 years' experience in Straits Settlements entitles his opinion to great respect, feels that if the manufacturers of the United States will take the time to see what their problem really is in these markets, spend sufficient energy and money in meeting conditions and show a real desire for business, there is a golden opportunity which will not come again. His views are confirmed by the experience of several American manufacturers who recognized the danger of representation by English firms. Some of these Englishmen have accepted American agencies and yet not given the representation which they doubtless would have done had not their feelings inclined very strongly toward competing English lines.

In Australia, Tasmania and New Zealand there has been, in

addition to the anti-American feeling previously mentioned, a growth of loyalty to local products. For the first time a really widespread "buy from England" feeling has come into existence. Formerly England was merely given the advantage of a preferential in their customs tariffs. The new sentiment does not preclude the statement that the war will ultimately work out to the commercial advantage of the United States. It must be remembered that there are many lines which will never in this generation be imported into Australasia from Germany when a product of better value even if highly priced can be obtained elsewhere.

India proper is to a slighter extent affected by anti-American feelings than any other part of the British Empire and while there is a growing "buy in India" movement—a matter which has received the most serious consideration on the part of the well-educated natives—there is no real reason to refrain from sales efforts in India at the present time.

HARD TO DETERMINE CONDITIONS

We read in the morning's headlines of a record export month. We analyze it and find that it is largely unmanufactured lines. Again we read of a record export month and this time it shows that manufactured goods were munitions of war which have no prominent or significant place in our consideration. Still again we see in a hidden corner on the innermost page that exports have fallen off for a week, but by combining figures we see that excluding the warring countries the sale of manufactured goods to neutrals and semi-neutrals has actually increased.

No one can answer the real question, and prove the correctness of his answer, "What effect has a year of Europe's war had on the export trade of the American manufacturers, exclusive of those of war munitions, who have given adequate attention and endeavor to their foreign trade?"

As an example of the farsighted exporter's attitude I cite

the experience (unfortunately without being permitted to unveil the identity of the manufacturer) of one who said, "While I have been approached by several foreign governments engaged in the present war and offered a higher price for my products than I can obtain commercially, I am sticking to exporting my lines to the trade, content with doubling my business and making connections which insure the continuance of this no matter whether the war ends to-morrow or thirty years hence."

So far our consideration has been confined exclusively to the dollars-and-cents results and the first year taken out of the decade to which it belongs. One reason why tabulations in themselves are misleading is because of the manifest impossibility of their indicating the future.

Ultimately the deficit caused by the war upon export trade will probably be turned to yield dividends in excess of any other sales endeavor of 1915.

This refers to the groundwork which is still being laid by the wiser manufacturing exporters in order to place their brands in a position which can be held against the return of European competition. There is not a market in the world but which conceals the working out of plans of this nature by American manufacturers, and those whose early solicitations and sales campaigns brought back orders were quick to reinvest their profits, plus further amounts in additional efforts to secure distribution, and prove themselves a liberal as well as adequate source of supply.

It will be most interesting to see in 1920 whether the firms who made no effort to increase domestic business in 1914-1915, but played for the quick profits of war orders, are able to hold their own with the manufacturers who gave their domestic business every attention and sought abroad permanent trade connections, rather than orders from the governments of the warring nations. A manufacturer of electrical supplies of

New York City refused to allow his export sales manager to make any foreign sales on credit after September 1, 1914. As this was preceded by other instances which had shown that the company expected him to sell goods even with tied hands, he resigned and went with a competitor whose products are also standardized.

While his case will prove our former assertion that the balance-sheet would show a deficit at the present moment, he has so well satisfied the directors of the new company that they have voted to put entire control of all foreign sales, including credits, advertising and finance, in his hands until such period as he feels that he will be aided rather than blocked by the efforts of the department heads who would naturally handle these.

The heads of the two institutions specializing in aiding manufacturers in foreign trade—the Foreign Department of the National Association of Manufacturers, 30 Church Street, New York City, and the Philadelphia Commercial Museum, Thirty-fourth Street, below Spruce, Philadelphia, Pa., have most carefully refrained from over-optimistic statements. It is a fact, however, that these institutions have encouraged every manufacturer who has had the facilities for exporting an exportable product and a willingness to work for results more than a few months ahead.

The real test of what the war has meant so far will only come when Europe's shattered manufacturing exporters have made order out of their chaos and have attempted with all their sales weapons the re-conquest of the world's markets. If the American manufacturers' products and policies have made good in the meantime, it is very probable that even the lower prices which are certain to be held out as inducements will fail, and this country will hold the business it is now on the road to gain.

It would not be fair to the manufacturers of the United States to have this article appear in **PRINTERS' INK** (which, as shown the

author by a previous experience, reaches the uttermost ends of the world) without making clear that no manufacturer out of over 200 with whom he has talked since the war started has expressed anything but a desire for the war's early termination. It is pleasing to recall that the exporting American manufacturer has invariably taken the attitude, "We want more export trade, but we want to win it in a contest."

A traveler who has 25 years' experience in the export trade which has brought him in contact with competitors of every nationality says from his heart, "I would like to see them all back in the fields again fighting for orders with you. It seems lonesome now and I haven't the heart to make the fight I used to, when I was putting the best of myself against some man I knew well." A year of European war has left many gaps in the business friendships of American exporters for which no amount of increased trade, no matter how well served or honestly deserved, can ever prove a recompense.

Associated Raisin Co. in the Dried-fruit Field

The California Associated Raisin Company has decided to enter the dried-fruit field. The dried fruit will be bought from growers, on order only, and will be sold in the main in assorted car-load lots.

The determination to handle dried fruits was arrived at in order to stimulate the sale of raisins. Jobbers in the East frequently do not wish to take a full car of raisins, but will take half a car and the remainder of dried fruits. In order to continue business arrangements with a good class of brokers it has been deemed essential that the company be in a position to supply them with a full line of California dried fruits.

Wilcox With Republic Truck

George D. Wilcox, Jr., has been appointed advertising manager of the Republic Motor Truck Company, of Alma, Mich., with headquarters in Detroit. He was connected with the Regal Motor Car Company for four years, resigning there as advertising manager March 1 to join the Houghton-Jacobson Printing Company, of Detroit. He will continue his present connection, handling Republic advertising from his Detroit office.

U. S. Bureau of Commerce Establishes Trade-mark Section

To Help American Manufacturers, Primarily in Protecting Trade-marks in Foreign Countries—Special Attention Given to South and Central America and the West Indies

A TRADE-MARK "Section," will serve as a bureau of information for American manufacturers in the newest adjunct of the Bureau of Foreign and Domestic Commerce of the Department of Commerce at Washington. While this new branch of Uncle Sam's business-boosting institution will aim to aid the makers and marketers of goods in the solution of any trade-mark problems that may arise at home or abroad the protection of American trade-marks in foreign countries will receive most attention. This is in line with the general policy of the Bureau of Commerce which up to this time has devoted far more attention to the encouragement of foreign commerce than to domestic commerce.

For some years past the Bureau has manifested an ever-increasing interest in the protection of U. S. trade-marks in foreign countries. It is only within the past few months, however, that Dr. E. E. Pratt, the new Chief of the Bureau has succeeded in establishing a separate section devoted to the distribution of information in regard to trade-mark and patent laws in foreign countries. The new section is, in a sense, an annex of the Division of Foreign Tariffs and there is rapidly being rounded into shape a file of the trade-mark and patent laws of all countries so that questions in this field received from American business men may be answered promptly.

At the outset the new Trade-mark Section is devoting especial attention to the trade-mark situation in Central and South America and the West Indies. This is due in great measure to the fact

that recently several prominent manufacturers have written to the Bureau complaining that in Cuba, Argentina, and other countries, they have had to "buy back" their own trade-marks.

A typical case in point that has helped to stir the Commerce Bureau to action is the experience of a well-known American firm manufacturing automobiles. When an agency for this car was placed in Buenos Aires some years ago the newly appointed agent found that the trade-mark of the automobile had already been pre-empted. A local resident had registered it "on speculation," as is so often done in the case of a trade-mark that bids fair to become valuable.

Well, the agent took his medicine. Familiar with the Latin-American custom that grants registration for any trade-mark to the first applicant, he "settled" with the "squatter" and took over the mark—all without the knowledge of the American concern. Lately the automobile concern has had it in mind to establish its own agency in the Argentine Republic when, lo and behold, the agent, who foresees an inevitable loss of his job, comes forward with a demand for an exorbitant sum for the right to the use by the company of its own mark. His ultimatum is to the effect that unless his demands are met he will undertake to prevent the sale of motor-cars bearing the mark.

It is the plan of the new trade-mark section to take up the trade-mark status of one quarter of the globe after another and to issue for free distribution summaries of the laws and regulations governing trade-marks on each continent. Of course these official publications are designed merely to give information of a general character for the use of American business men who seek the best methods for the protection of their trade-marks in all countries. Specific questions will be taken up by the Bureau in correspondence direct with manufacturers.

The head of the new Trade-mark Section tells PRINTERS' INK that in his estimation the menace

to U. S. trade-marks is really more serious in the Orient than in Latin America. China, for example, has no trade-mark laws whatever and the only way that protection may be gained in that country for American trade-marks is through the medium of treaties with other powers that prevent the subjects of such powers from infringing U. S. trade-marks in China. The United States has such a treaty with Japan and with certain other countries.

The Trade-mark Section, by the way, has lately acquired some valuable information relative to the trade-mark situation in China which it will show to manufacturers in manuscript form, but which is considered too confidential to permit of publication in any Government document.

Public Utility Advertising a Necessity

Speaking at Cedar Point, O., before the convention of the Ohio Electric Light Association, E. J. Bechtol, of Philadelphia, a former president of the organization, declared that an abandonment of the old attitude toward the public, and the liberal use of advertising by public utilities, is required in order to get business and gain the confidence of the public. "There was a time when the utility company could get away with it," he said. "That was in the days when the cities wanted to boom and were not so exacting in their demands. But those days have passed. To-day we find ourselves regulated by councils and legislatures. The thing to do is to take the public into your confidence. The only thing you can do is to use printers' ink liberally."

New Carburetor Campaign

The Power, Alexander & Jenkins Company, of Detroit, has closed a contract to advertise Stewart carburetors, made by the Detroit Lubricator Company. An extensive list of general magazines and trade papers will be used by this advertiser.

During the past two weeks the Power, Alexander & Jenkins Company has also added to its list of clients the Humphrey Company, of Kalamazoo, manufacturers of Humphrey Automatic Water Heaters, and the Merrill School of Expression, Detroit.

McNaul Tire Co. Starts Campaign

Orders for space for the McNaul Tire Company, of Toledo, are being placed by the Campbell-Ewald Company, of Detroit.

The Sunday NEW YORK AMERICAN is the Supreme Sunday Newspaper of America.

The net paid circulation is over 720,000.

You read the statement—seven hundred twenty thousand—quickly, but think of the years of effort to get 720,000 people banded together to follow steadily, loyally and enthusiastically one newspaper's policy.

What a great responsibility for one newspaper to assume!

What a great thing it is for 720,000 people to regard one newspaper as their mentor!

Half a million of this circulation is in the New York territory.

Its national circulation represents a big circulation by itself—220,000.

Many a newspaper in New York would regard itself as a big factor in the advertising world if it had 220,000 circulation, let alone 720,000.

The circulation of the Sunday NEW YORK AMERICAN represents at least one twenty-fifth of the total circulation of all of the Sunday newspapers in the United States—assuming that all Sunday newspapers together have a combined circulation of eighteen million—about one to every family.

The advertising rates of the Sunday NEW YORK AMERICAN justify the general advertiser in giving to it at least one twenty-fifth of his entire appropriation allotted to all Sunday newspapers in America.

How many general advertisers give thought to this statement of fact?

How many advertising agencies spend the money of their clients on this sound principle of business?

This is enough for you, Advertisers and Advertising Agencies, to think about at one time.

NEW YORK AMERICAN

DAILY and SUNDAY

Member Audit Bureau of Circulations



Reproduction of March issue of *Successful Farming*, containing full-page advertisement for the Gordon-Van Tine Company, prepared by Mallory, Mitchell & Faust, Inc.

A Main-stay for the Great "Corn Belt" Market

To be continuously on a list for a decade is a credit to any publication, but when a paper maintains that position as a result of satisfactory inquiries produced from keyed advertising year after year for 10 years, the achievement becomes noteworthy indeed. Such is the record that *Successful Farming* has made on the Gordon-Van Tine copy.

Mr. Paul E. Faust, secretary of the advertising agency of Mallory, Mitchell & Faust, Incorporated, Chicago, Illinois, who has handled the account for years, writes:

"H. V. Scott, Vice-President of the Gordon-Van Tine Company, Des Moines, Iowa, chose *Successful Farming* as one of their preferred mediums, very early in their campaign. They have used *Successful Farming* every year, with large or small copy, for nearly a decade.

"Gordon-Van Tine Company runs only trace-result advertising, which, therefore, makes the continued use of *Successful Farming* significant.

"Gordon-Van Tine Company was the first advertiser of building material to be sold direct to individual buyers. And as the farmer is steadily improving his farm buildings, and as a great percentage

of all new buildings and the improvement of old buildings is done by farmers, the Gordon-Van Tine Company naturally is a steady customer of farm-paper space.

"Although Gordon-Van Tine Company sells its building material in every State in the Union, it has an enormous market in the Corn Belt and relies on Successful Farming as one of its mainstays in reaching that market."

Successful Farming is the Nation's foremost farm monthly—up to date, well illustrated, a potent factor in progressive agriculture—published in the center of the territory where farming has been carried to the highest development and where it is the most profitable.

For the guidance of advertisers who want facts accurately and graphically presented, we have compiled a series of Definite Data Maps. One of these maps is shown below. It gives accurate information on the location of farm buildings by States. The complete set contains 64 maps and is a thorough analysis of the buying power of the American farmer, and the best methods to reach him.

If you think they will be valuable to you, write for a set.

E. T. MEREDITH

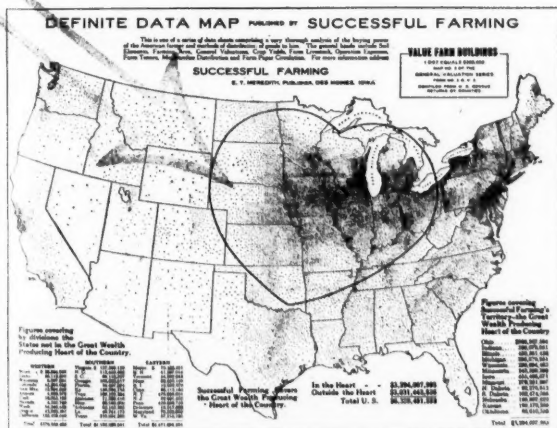
Publisher

Successful Farming

DES MOINES, IOWA

Chicago Office
1119 Advertising Bldg.

New York Office
1 Madison Avenue



A Definite Data Map showing the location of the value of farm buildings by States. One dot equals \$200,000 worth of buildings.

Los Angeles Examiner

In Carrier, Home Delivered Circulation

Over 10,000 more homes than its nearest contemporary.

In Sunday Circulation

A. B. C. examination gave Examiner 143,683 and the other Sunday newspapers combined 139,488.

In Morning Circulation

7,951 (over 14%) more than the other 5-cent newspaper, and 6,975 (over 12%) more than the penny newspaper.

FIRST

In Most Departments of Advertising

The Examiner leads all Los Angeles newspapers in advertising of Automobiles, Cloaks and Suits, Cafes and Restaurants, Jewelry, Pianos and Musical Instruments, Proprietary Articles, Theatres and Amusements, Men's Clothing, Millinery, etc.

In Low Cost of Returns

The Examiner rate per line per thousand is less than that of any of its contemporaries, and among many National advertisers who key advertisements it is No. 1 on the list of U. S. newspapers.

CIRCULATION—RATE—RESPONSIVENESS

Combine to make THE EXAMINER
First among Los Angeles newspapers.

Eastern Representative
M. D. HUNTON
220 Fifth Avenue, New York

Western Representative
W. H. WILSON
Hearst Building, Chicago

How Much Illustration Should an Advertisement Carry?

The Answer Is, "Enough to Tell the Story," and Hence the Amount of Pictures Needed Varies Greatly

By W. Livingston Larned

ONE of the standing jokes of the advertising profession is what is known as the "Pulled-Best." It runs something after this fashion:

You are skimming blithely through the magazines, on trouble bent, when your eye suddenly falls upon an atrocious piece of copy.

The illustration is impossible—the typography cramped and difficult to read, the text stupid and the basic idea of the entire affair a blot on everybody's escutcheon.

In short, this advertisement, we will say, violates every rule.

Judged by familiar standards, it is beyond the pale. For, after all, there does happen to be some sort of a weak, anemic, moth-eaten ideal to which we all aspire. In the matter of both "art and copy" every individual opinion is the exalted and supreme verdict. That will never change. A committee of ten educated gentlemen, all experts, will sample a can of selected "Early Honey-suckle" lima beans and pronounce them good beans, edible beans, full-flavored beans. The opinion will be unanimous.

But ten judges of a piece of advertising copy will tear the shingles off the roof before they all, as one, agree that any one ad is the "way it should be." Jim prefers a blonde holding the trade-mark

—Bill is inclined to brunettes —Tom favors children in his copy and Fred is willing to stand by it to his dying day that plain, neat borders, and well-balanced type display are preferable to anything else suggested up to date, which brings us to our novel experiment:

FIGURING IT OUT THAT COPY IS BAD

Having found an atrocious example of poor advertising, you sit and stew over it until you write a letter to the firm. You point out just why that ad is weak and non-representative.

RIPOLIN

Enamel Paint for Home Tinkering

Take a look around your home and see the number of places fairly crying for RIPOLIN Enamel Paint. Use it on that iron bed, on crib, on bathroom and kitchen walls, on wicker or enameled furniture—in fact, everywhere you want a handsome white finish that will stay white without repainting.

To clean, simply use a damp cloth once in a while. Don't be afraid of harming RIPOLIN—it will stand any amount of rubbing and scuffling—never dissolves.

There's no substitute for RIPOLIN Enamel Paint. Flows like cream—is self-spreading—no need of long labor in brushing it out—no danger of clogging up corners—no hurry for fear it will dry before you are ready, and shows less. RIPOLIN is "fast proof." Just do the best you can—then RIPOLIN will take care of itself.

A 50c. can will give you fifty dollars' worth of satisfaction. It coats interior or exterior woodwork or metal with a clear, smooth finish like fine porcelain. It is used by all expert decorators, but you do not have to be an expert decorator to use it.

RIPOLIN is made by the old Dutch hand process. A gallon will cover from 500 to 750 square feet, depending upon the surface. Your painter or decorator will tell you the quantity needed.

That brilliant high gloss finish is unexcelled for the kitchen, pantry or wherever a glass-like surface is desired. Flows, again, for halls, reception rooms, libraries, wherever the softer effects are preferred.—RIPOLIN is obtainable in a beautiful egg-shell finish, or even an absolutely flat finish. Any desired tint can be obtained by mixing pure color ground in Jags with white RIPOLIN—a buff or light green shade is excellent for kitchen walls.

Unsurpassed for exteriors—shades of 12 beautiful colors.

Also paints and coats metal, because it is the only enamel that will stand the test of salt water and sea air.

Send 50 cents to-day for large trial can, with brush—enough to give a thorough test—try it on a wall or iron bedstead—then you'll be the judge. With it you will save the usual way of try, and the best cleaning materials, exclusive clubs, and political facts finished with Ripolin. Also name of the Ripolin dealer in your territory.

J. A. & W. BIRD & CO.
Sole Importers and Distributors of RIPOLIN for the United States and Canada
200 West Street, New York. 485 People's Gas Bldg., Chicago.

EVERY ILLUSTRATION SUGGESTS A DEFINITE USE FOR THE PRODUCT

It is not a garrulous, critical, fussy, trouble-making letter—it's a constructive piece of correspondence, entirely justified by circumstances. Then you send it merrily along.

Almost by return mail a letter is received. They all read pretty much the same, too:

"Your valued favor of the 10th inst. at hand, in which you criticize the quarter-page ad in the 'Cow-Punchers Monthly,' of July last. We beg to advise that this particular ad has pulled more replies and has brought us in more real business than any other piece of copy we have ever run."

It is pretty safe to assume that every advertising man in the country at some time or other has read such a letter, thrown it to the floor, stamped upon it, cursed it and ended by eternally doubting it.

But what of the Other Fellow's side of the fence? Have we been doing him an injustice all these years and has our rage been misdirected?

Are we prone to punch too much "psychology talk" into what we do? Perhaps some of those "punk" ads do pull. If so—can't we reason out the Why and Wherefore?

COPY SHOULD BE AIMED AT THE PROSPECTIVE BUYER

On one point at least, we may reach an amicable agreement: too many advertising men look at a "piece of copy" through the wise, shrewd, ultra-professional eyes of the copy-builder, rather

than through the eyes of the masses—the big, clumsy, good-natured, tolerant, buying public.

Errors never escape this same public. Flagrant mistakes and sins against Truth or Propriety will not be condoned. A newspaper boy seems to unconsciously acquire sufficient knowledge of art to tell when a leg or an arm is "out of drawing" and to pounce upon it pretty severely. A discrepancy, however

apparently unimportant, will be snatched up by a nation of housewives, and advertisers have been known to receive a sack of mail criticizing an advertising illustration because period furniture in an advertisement failed to "match up."

During a serious constructive conference held in the offices of a large manufacturing concern not long since, one gentleman present severely criticized the page and half-page advertisements used during the eight months just concluded. He had gone to the trouble of pasting them up on large sheets of cardboard and they were later bulletined for the committee to see.

"You have about nine times too much in every one of these ads,"

"Why?"

Everybody present wanted to know.

"It's the big, bold, simple, striking things that get attention," the renegade spirit declared. "We have been putting too many fussy little pictures in our advertisements—so much better to have a

For Permanence Pick Redwood

Just as the great Redwoods have stood for hundreds of years, so the lumber that comes from their roots and branches will stand for a long time, too.

Redwood has great self-resistance to decay, fire, and insects. Many thousands of years, actually, even up to a million, have passed since the first Redwood was cut. Redwood lumber has been used for a long time in many of the most important buildings in the world.

And in this quality of permanence found in Redwood, there is also another quality—its strength. Redwood is strong in all directions, and its strength is not only in its grain, but in its texture, which is so uniform that it can be used in any direction.

Another feature which makes it particularly desirable is its beauty. Redwood is a beautiful wood, and its color is so uniform that it can be used in any direction.

Redwood the All Around Wood

Redwood combines the desirable qualities of many woods. It is strong, durable, and beautiful. It is the wood of choice for all kinds of construction.

Redwood for General Building

Redwood is clean, even grained, free from knots and defects. It is a beautiful wood, and its color is so uniform that it can be used in any direction.

Foundation Work

For road cuts or wherever water comes in contact with the ground, Redwood should be used. It will stand up to the most severe conditions, and its strength is not only in its grain, but in its texture, which is so uniform that it can be used in any direction.

Shingles

Redwood shingles last practically forever. They will stand up to the most severe conditions, and their strength is not only in their grain, but in their texture, which is so uniform that they can be used in any direction.

Interior Finish

Redwood combines permanence and beauty. Its color is so uniform that it can be used in any direction. It is a beautiful wood, and its texture is so uniform that it can be used in any direction.

Exterior Finish

Redwood is clean, even grained, free from knots and defects. It is a beautiful wood, and its color is so uniform that it can be used in any direction.

Redwood for Inclosures

Redwood is clean, even grained, free from knots and defects. It is a beautiful wood, and its color is so uniform that it can be used in any direction.

The Redwood Lumber Company

Redwood is clean, even grained, free from knots and defects. It is a beautiful wood, and its color is so uniform that it can be used in any direction.

To Build Permanent Build with Redwood

Ask your lumber dealer for Redwood. Write us for our literature. We will send you a copy of our literature, and we will also send you a copy of our literature.

The Pacific Lumber Company of Maine

1000 Main Street, Portland, Maine

The Pacific Lumber Company of Illinois

1000 Main Street, Chicago, Illinois

John D. Hanson Lumber Company

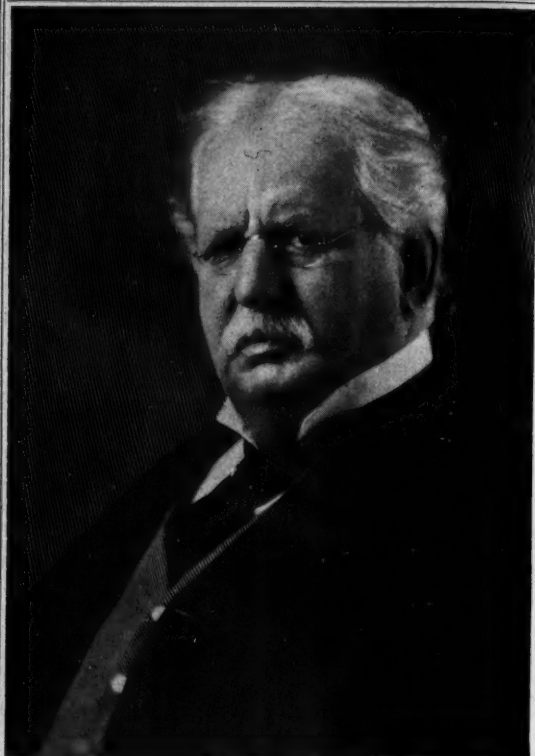
1000 Main Street, Portland, Maine

A STORY IN EVERY ILLUSTRATION



I IMAGINE the reason I find
SYSTEM, the Magazine of Busi-
ness, interesting is because it
is edited to be exactly what a
magazine for business men
should be—a clearing house of the
best thought and practice in busi-
ness."

Howa



BUILDERS *of* AMERICAN BUSINESS

THEO. N. VAIL
PRESIDENT OF THE
AMERICAN TELEPHONE AND TELEGRAPH COMPANY

NUMBER XXIX in the series of portraits of readers of SYSTEM

together with a bit of hemp!

Fine! But let's be fair to the other side—suppose we try and find out if the little chap out West is right when he dictates testily back, after we have criticized his punk ad, that it was "the best pulper of the year."

As the gentleman who argued against too much detail in advertising took his seat, a quiet little chap, with a blue chin and a shock of garnet hair and a pair of heavy-soled Brockton shoes, slowly arose from his chair.

"Pardon me," he said, half apologetically, "but the club friends of yours who criticized our ads—who didn't think they were good—what business are they in, may I ask?"

"Why—er—bankers—bankers, I believe," he retorted; "one has retired."

And the stockily built little chap with the red hair smiled in a way that hurt the very serious gentleman on the opposite side of the table.

"I've just returned from nine months on the road," declared the man in the Brockton thick-soles; "perhaps what I discovered there and the experiences I met with have some bearing on this argument. To begin with, we need not give any very serious consideration to what our club friends and banker acquaintances think of our advertising. How does that advertising impress the *farmer*? There's the all-important problem. We are advertising in the farm journals and popular down-to-earth weeklies. We want the opinion of the people who buy our goods! If we were trying to sell cream-separators to bank presidents, then my view-point would change entirely. As it is, the very first consideration in our publicity, it seems to me, is to show our separator, show what it does and answer every picayune question the dairyman and the farmer may ask.

"And let me say right here, gentlemen, that they ask a great many questions. I have an entirely different estimate of what constitutes a 'good ad,' now that I've been out for three-quarters of a year talking with the trade. Less

than a year back, I know, I was strong for 'pretty pictures,' for girls in sun-bonnets and views of happy farms and cows and borders made up of clover—and all that sort of thing.

"But I've had it knocked out of me. About the only thing a practical man wants to see in the way of an advertising illustration, when he's thinking of buying cream-separators, is a cream-separator. And you can't show him too many views of it, or too many charts or too many diagrams or too many sectional drawings. He fairly eats 'em up.

"The purchase of a cream-separator is a serious matter—an investment. He needs no elaborate illustrations to convince him that separating the cream by machinery is better than the old way. He doesn't need half-tones showing Holsteins in pasture and barn dances and children having May-pole dances in the dairy-house. He has been using some sort of a cream-separator for years—it's a question of buying a new one and—*why* ours is better than somebody else's. He is intensely interested in the mechanics of the thing. How does it run? Why is it economical? In what respect does it differ from the separator he is now using? And you can't possibly tell this intricate story with figures and cows and a poster illustration. If 50 pictures are necessary, then I'm strong for putting 'em in. Our recent advertising has been wonderfully successful. I'm positive of it. And yet the last full page we ran contained eight little individual drawings.

"This business of 'getting too much' in an advertisement is all a matter of what you put in. When illustrations show how a product works, or how many things it will do, then I'm strong for as many as are needed to make your story clear to the possible customer. Don't think for a minute that he won't be interested or will not examine every atom of detail. He will—I've seen 'em do it.

"We issued a mailing-folder not long ago. It was to the consumer and our Mr. Bogardus planned it,
(Continued on page 53)



The Importance of Letters from Readers

TODAY'S MAGAZINE, because its ideal is "Service," does many things that do not show in its pages, nor elsewhere, except as reflected in the responsiveness of the public. Chief among these is the answering of letters from readers. No magazine that slights this duty can have that inner circle of intensely loyal subscribers who form the core of a sound circulation.

Women's magazines, I happen to know, differ very much in the way they perform this vital function. The matter can be easily tested by anybody interested who will take the trouble to have a few women in out-of-the-way towns write in, asking practical questions. The promptness and adequacy of the replies—or the contrary—will tell the whole story.

TODAY's would welcome such a test. Last year, we answered 106,322 letters from readers on an amazing range of topics. The replies, often the fruit of hours of research, were in effect 106,322 acts of helpful human service.

This correspondence, however, is but a side issue to the twenty practical departments in the magazine itself. Month by month, they solve the worries and problems of 800,000 more or less perplexed housewives. Though TODAY's prints the best of fiction, its departments are its true *raison d'être*. They are allies of the advertiser in a way that fiction can never be. As Mr. Corman, General Manager of N. W. Ayer & Son, said at Asheville: "The greatest advertising mediums are getting away from the purely fiction idea."

In subsequent talks in PRINTERS' INK, I hope to discuss "Service" more in detail.

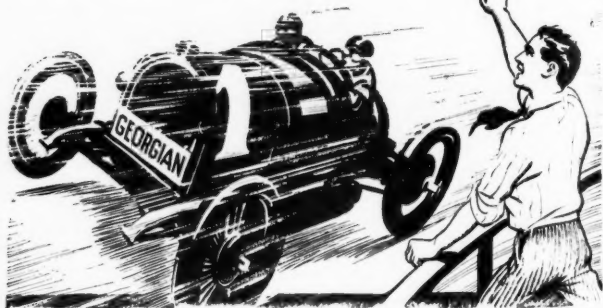
Sarah Field Splint

Editor

Today's Magazine

[This is the second in a series of advertisements about TODAY's editorial policy]

WINNING IN A FAIR RACE!



The Georgian and Hearst's Sunday American came to Atlanta "between races." Things had slowed up somewhat. Then suddenly the wheels began to turn, and The Georgian and The Sunday American began forging to the front. They won!

Here are the net figures for the second quarter of 1915:

DAILY GEORGIAN 52,613

*7,218 More Circulation Than Second Paper
16,006 More Circulation Than Third Paper*

SUNDAY AMERICAN 83,838

*31,359 More Circulation Than Second Paper
48,228 More Circulation Than Third Paper*



ATLANTA, GEORGIA

ATLANTA'S GREATEST NEWSPAPERS

BENJAMIN & KENTNOR CO., Foreign Representatives
225 Fifth Ave., New York Peoples Gas Building, Chicago

I believe. Our agents in the small towns tell me that this Number Three mailing-piece did more territorial good for them than anything we have ever issued. The entire inside of that folder—20 by 32 inches—was taken up by a big cross-section cut of a cream-separator. There were nearly 200 red arrows pointing out patented features and superior construction, and each arrow terminated in a loop containing lots and lots of text, printed in very small type. In addition to this, there were 30 small technical half-tones on the same sheet.

"I have seen dairymen sit on their back stoops and read that complex folder from milking-time to half-past seven and never so much as blink. Every one of those arrow loops told them something they wanted to know—every half-tone and tiny mechanical part was a vital sales argument.

"It's so natural for our advertising department to want to be original and to do something new when, perhaps, after all, what seems entirely too obvious is the most sensible."

We sympathize with the hard-headed remarks of the little fellow with the red hair. Cold facts seem to show that when a man has "the buying hunch," say for a new-fangled stump-puller, nothing will make him order one quicker than illustrating the things it will do. If that old stump-puller will yank 'em out in a hundred unusual and practical ways, it certainly isn't "poor advertising to illustrate as many of 'em as the space will stand.

And exactly the same principle holds good in the case of any like article—any article men and women must be educated to use and be shown the utility of.

Our friends, the cream-separator folks, have tested it out. So have many other manufacturers. In theory, it sounds bully to make a great big, simple postery splash, but, somehow or other, when the show-down comes, most of us prefer to see what we're buying, how it works, and in how many wonderful ways it will prove of value to us.

Campaign Doubles Ice Output

Season of Demand Prolonged Through Winter Months—Drivers of Selling Wagons Trained in Better Sales Work—Company's Ice Stations Pitted Against Each Other

WHEN some men who believed they were far-sighted began to trade their interests in ice businesses for something more substantial, David A. Brown, of Detroit, president and general manager of the General Ice Delivery Company, determined to put ice on the same selling plan as other commodities. He selected advertising as his aide in the work.

"I have always believed that the same rules that govern any other business govern the ice business," Mr. Brown declared. "I was sure that ice could be sold by the same methods as any other commodity; that ice could be advertised; that there was something to advertise about ice."

Until a few years ago selling and advertising as applied to the ice business were unknown quantities, except in so far as the wagon man was instructed to go out and get the business. Competition was plentiful. Besides the artificial and natural ice companies there were breweries and other industrial plants which sold ice as a by-product.

On the distributing end of the business, conditions were even more discouraging. Whenever a driver became dissatisfied or was discharged he obtained a cart and went into competition with his former employers. On top of this the ice manufacturers were confronted with a short season. On the average, 100 days in the year constituted the season for ice. Less than ten per cent of domestic consumers used ice in winter.

Before getting into advertising too deeply, Mr. Brown determined to analyze the market for his product. On a trip which included cities from coast to coast he was able to obtain information that

aided him in planning his campaign.

He found these conditions:

The weather governed the large consumption of ice.

The large bulk of domestic consumers and many of the larger ones did not begin the use of ice until the sun burned holes in the pavement.

The men in the business had failed to think along new lines.

Ice was not being sold—it was being delivered.

With these facts in hand the company began a campaign, which included every local medium in Detroit and was continued regard-

lot of money to let Detroit people know what it stands for.

"We had quite a task one year in throwing our advertising of certified natural, and manufactured ice under the trade-marked name. We finally did it by advertising all of our ice as 'Absopure,' and underneath the name we added 'Certified natural, and manufactured ice.'

WHY FOLLOW-UP IS IMPRACTICABLE

"Follow-up literature is entirely out of the question in an ice campaign. In a city like Detroit we have 130,000 homes, most of them at some time ice consumers. Any attempt to cover this mass of people would swallow an appropriation in a hurry.

"Our method of follow-up is to organize our drivers into a complete sales force. They call at the homes and make proper solicitation. We assist the wagon salesmen to obtain a hearing by giving to the consumer something of use about the home and pertaining to our business; an ice-pick for example.

"We speed up the men by offering special inducements to those obtaining the highest number of customers or for selling the most books, and we further speed up the individual stations by pitting one against the other, just as any selling campaign covering the country might be handled."

The company has a network of stations throughout the city: Sales districts are laid out and served by the various stations just as manufacturers' branch houses take care of national territories.

Recent advertisements have played up this distribution by emphasizing the promptness with which "Absopure" ice is delivered.

Mr. Brown stated that from now on the advertising will be of a general publicity nature.

Absopure Ice Comes Sure

No delay, no irregularity of service even on the hottest days.

Your Absopure Ice comes from a Service Station in your neighborhood.

Your phone book will tell you where it's located.

Place your order today for

Absopure

Manufactured and Certified Ice

General Ice Del'y Co.

DAVID A. BROWN, Pres. and Gen. Mgr.

Washington Arcade

Phone Main 35607

SPECIMEN OF NEWSPAPER COPY

less of weather conditions. Approximately \$10,000 a year was spent in the missionary work.

Regarding the campaign, Mr. Brown said:

"I have every reason to believe that we not only secured much new business, but also induced many of our old customers to use more ice by our advertising.

"Our retail tonnage for that season, as against the same one the year before, was nearly double. We start in July to tell our customers they should use ice during the months of October, November, December, January, February, March and April.

"In our advertising we made 'Absopure' stand out. It is our trade-mark, and we have spent a

"Motion Picture Magazine" to Issue a Supplement

The *Motion Picture Supplement* is the name of a new magazine to be issued by the publishers of the *Motion Picture Magazine*. It will be issued on the fifteenth of each month, the first number to be dated September.

Hearst's increase in circulation for the first six months of its appearance in the large size magazine is **92,432** copies.

This *big* increase in circulation has come to Hearst's Magazine during a period of the year when circulations decrease in volume rather than increase.

Hearst's circulation is now 97,000 in excess of our circulation guarantee—the rate the same—\$1.25 per line for space over fifty-six lines.

Final forms for September close August 5

Hearst's Magazine

119 West 40th Street
New York City

908 Hearst Building
Chicago, Illinois

Member Audit Bureau of Circulations.

Consider the

Poster

is headline advertising—concise
of all superfluities—instantly

*Write us for rates and all other information
an advisory capacity. There is a*

Poster Advertising

1620 Steger Bldg.

OFFICIAL

AMERICAN POSTER CO., Inc.
GEORGE ENOS THROOP, Inc.
C. R. ATCHISON
POSTER SELLING CO.
THE A. DE MONTLUZIN ADVERTISING CO.
IVAN B. NORDHEM CO.
A. M. BRIGGS CO.

Headline

Read the morning news in the headings.

Every eye is caught by every advertisement with the heading.

Because the heading is the kernel of the point of the story, the concentrated gist of the argument.

Advertising

Concise—powerful because stripped of all that is not sensed.

and all information. *We act purely in the interest of the advertiser.*
There is quite without charge.

Advertising Association

Chicago, Illinois

OFFICIAL REPRESENTATIVES

..... 110 W. 40th St., New York City
..... 8th Floor Tower Bldg., Chicago, Ill.
..... Atlanta, Ga.
..... 1015 Fullerton Bldg., St. Louis, Mo.
..... 1132 Union Trust Bldg., Cincinnati, O.
..... Bessemer Bldg., Pittsburgh, Pa.
..... Peoples Gas Bldg., Chicago, Ill.

American Poster Co., Inc.

SUCCESSOR TO

Associated Billposters & D. P. Co.

(Established in 1899)

Fifteen years exclusively engaged in

Poster Advertising

has given us the experience that can
bring RESULTS.

*Estimates and sketches promptly
furnished*

General Offices

110 West 40th Street New York City

BRANCH OFFICES

Cleveland, Ohio

Chicago, Ill.

Richmond, Va.

Boston, Mass.

New Orleans, La.

DONALD G. ROSS
President

WM. M. ROBERTSON
Treasurer

S. J. HAMILTON
Secretary

J. A. BROGDON
Sales Manager

Boiling Down the Mailing-list

How the Ingersoll-Rand Company, John Deere Plow Company, Timken-Detroit Axle Co., and DeLaval Separator Co. Get the Most Out of Their Mailing-list

By Cameron McPherson

IT is surprising, I find in getting around among advertisers, how smugly satisfied most of them are with their mailing-list and methods. Take for example, the advertising manager of one of the largest wholesale dry-goods houses in the West. Just the other day I happened to ask him if he had even "regenerated" his mailing-list—harmonizing it with recent improvements and devices in that line. "No," he replied, "you see, I have a very bright young man down-stairs who looks after it, and between the two they literally run themselves. And besides I don't like to bother with those details, they get away with too much valuable time."

There is no doubt at all that my friend was right. He ought not to let details eat up his time—but a good deal depends on what he considers a detail. After some experience in the service department of one of the big addressing-machine companies, and several years' experience in short-cutting the handling of mailing-lists and follow-up methods generally, I venture the opinion that a little thought by one of the men higher up would have cut that list from 50,000 to 35,000 names without in any way decreasing its productiveness. The saving, at five cents a circular, on 15,000 names, 12 mailings a year, is about \$9,000. As that is about \$1,000 a year more than my friend's salary, I think he will admit, if he reads this, that it is a pretty *big* detail. He will also admit that it is worth saving.

AN INGERSOLL-RAND EXPERIENCE

But theorizing is always dangerous, so, instead of pointing out how this \$9,000 might be saved, suppose we take a parallel case, where we can come right out and mention names. I happen to know how the Ingersoll-Rand Company,

manufacturer of mining-drills at Easton, Pa., boiled down its big list and is able to shift a generous slice of the appropriation into other creative avenues.

Here is a case where the firm manufactures 50 different kinds of products, used by a number of different sorts of buyers. It had been customary, as I understand it, for the company to send catalogues and circular matter to the whole list. Realizing that there was a leak in the mailing system it was decided to condense the list. But how? It was pretty hard for anyone at the office to know just how to go about it. It would not have done for someone in the sales department to take the list and separate it into a number of classifications and then list under those classifications the products the various buyers were interested in. Who in the office knew for sure the drills which the railway contractor in Arizona bought, or the kind required by a coal-miner in West Virginia, or in Alaska? It demanded a knowledge of local conditions.

SIFTING OUT THE NON-BUYERS

This being the case, why not take a sort of poll of all the branch houses? Why not find out just what the customers in each locality used and who used the different products, then boil down all these local analyses into one nation-wide summary?

That is just what was done. A special form was prepared by the advertising department. A sheet was ruled into squares. The vertical lines or divisions represented the classification of products, the names of which appeared in the spaces along the upper margin. The ruling running across the sheet represented the classification of buyers and prospects, and the names of each class appeared in

the left margin of the sheet. This gave a page ruled very similar to a checkerboard, without the colors.

One of these sheets was sent to every salesman and branch manager. He was told to put a check in the squares showing the kinds of drills each class of buyers in that locality was interested in. When these sheets were returned to the office their contents were transferred to one large recapitulation sheet, and it gave an accurate guide for mailing purposes. By using a selecting attachment on the addressing-machine circulars on drills which showed up blank on the recapitulation sheet could be cut out, and advertising matter placed only in the hands of those that actually might buy the product advertised.

CONFUSED AND HAPHAZARD METHODS

It used to be the fashion in handling a big mailing-list made up of dealers' prospects and customers, to keep each dealer's list by itself, a handy packing-box or cracker-barrel being used for filing purposes. The usual method of filing was to throw the first list received in at the bottom, and pile the others on top. When it came time to get out a letter or circular a raid was made on the lodging-houses, all the ex-bankers, ex-lawyers and ex-manufacturers rounded up and put to work at \$1.25 a day addressing the lists. When the returns came in—and there were plenty of them—the member of the advertising department to whom the work had been intrusted dumped them into a barrel, piled a lot of obsolete dealer material on top of the letters and rolled them into a corner of the warehouse, until they were forgotten. Then they would be pulled out and burned. The object was to keep anyone from finding out that about 25 per cent of the circulars addressed came back for "further address," "no street number," "dead" or a dozen other reasons. I know because I did it myself, before I knew better. And I guess there are a good many advertising departments where the

same thing is being done this very minute.

To give you an idea of what a well-arranged accessible dealers' prospect list means to an advertiser, let us suppose a case. Let us imagine that we are in charge of sales for Deere Company, plows, at Moline, Ill. It is a very dry year in certain parts of Kansas. For obvious reasons we want to cut out those sections of that State and work them "easy." Other sections we want to work heavy, they are prosperous. Other sections are normal.

It would be difficult to do this if we used the packing-box system for "filing" our lists sent in by agents, of which there are 1,300. The affected sections may only take in a corner of the dealer's territory, a dozen out of several hundred names. It would be equally difficult if the names were put on card-index address-plates and filed by agent or even filed geographically. But it is a very simple matter to do it, if the list of 180,000 names is arranged as is that of this advertiser.

ALMOST AUTOMATIC HANDLING

All you would have to do would be to go to the map of the affected State and draw a circle around the regions you wished omitted, or where you wanted pressure redoubled. The operator of the addressing-machine would then take these maps, and insert the correct colored signal-tabs in the address-plate frames. These tabs would signal the operator "omit" or "special." There would be no difficulty in locating the names because they are arranged for just such a need. The names of each agent are all put in separate sections of the cabinet, which are, in turn, grouped in geographical sequence. The drawer of address-plates is divided by counties, every drawer having a number. A record of these numbers is kept in loose-leaf books.

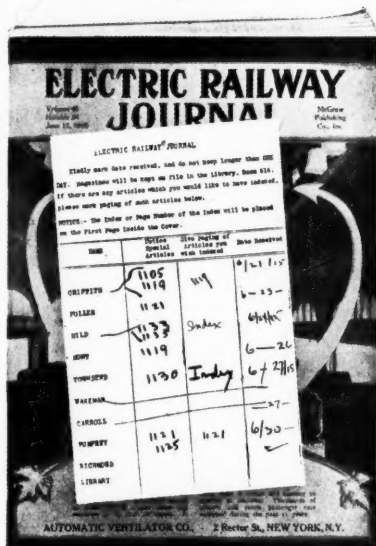
In this way, all the mailing-clerk has to do is to take the map, mark down the numbers of the desired counties on a list, and then from the book find out what drawer number that is, and what the num-

Little Journeys with the "Journal"

[2—Portland, Oregon]

The Portland Railway, Light and Power Company subscribes for seven weekly copies of the Electric Railway Journal. Some roads take as high as 50 Journals, but the Portland Railway puts a label on each copy and circulates it among ten or more employees.

Here is one copy that reaches the President, Vice-President, General Manager, Traffic Manager, Engineer Maintenance of Way and the Civil Engineer.



The General Manager has been a reader of the Journal for 26 years. Recently he wrote us:

"I scan the advertising pages quite as carefully as I do the reading pages. While I could relate concrete instances of business having resulted from some advertisement, it seems to me that such evidence should be unnecessary; for every operating official who claims to be progressive or up to date knows that the advertising pages of the leading trade periodicals afford one of the important mediums of necessary information."

Portland, Oregon, is typical. Conditions are the same on 99% of the electric railway mileage. Make the most of it.

McGraw Publishing Co., Inc., 239 West 39th St., New York

*Electric Railway Journal. Electrical World. Engineering Record.
Metallurgical and Chemical Engineering.*

Members Audit Bureau Circulations

How One Southern Paper Met The War Situation

We felt the sting quickly—it was sharp and deep.

We didn't know—nobody knew—whether it would kill or not, but we BET it wouldn't.

Did we let up on our circulation efforts? Did we cheapen the paper? Did we cut down our editorial expense or reduce salaries?

We did not—nor did we buy an automobile or take a trip to San Francisco. We simply quit taking money out of the business and put every dollar that came in right back into *improvements*.

In early December, when the gloom was thickest, we added Mr. E. E. Miller, an outstanding Southern editor, to our staff. In May we absorbed the Southern Farm Journal, the only other farm paper of importance in Tennessee.

Since the war broke out we

have increased our net circulation over 30,000!

Did we make any money?

Not much—BUT we didn't lose any. Neither did those advertisers who used most space with us.

One of them who used 3,244 lines has given us a schedule of 6,300 lines for next season. Another who used 1,904 lines has ordered nearly twice as much. Both of these advertisers (names on request) build their sales from keyed inquiries. The first used a list of seventy-two papers and we stood easily first. The second used about twenty papers and we stood third. Both lists were national and included the very best farm papers.

Really, we didn't meet the war situation—we kept ahead of it, and we intend to *stay* ahead. That's why we are using Printers' Ink.

SOUTHERN AGRICULTURIST NASHVILLE - - - TENN.

P. S.—We can help *you* forge ahead in Tennessee, Kentucky, and the rest of the South by the use of printers' ink, if you make something our farmers should have. Let's plan together.

ber is of that agent's territory. For the quick handling of return mail, so that addresses can be kept fully up to date, another book is kept which lists the towns in geographical order—that is by State and town. When a letter comes back marked "moved" or "dead" the girl refers to the book which tells her the number of the drawer in which that plate is filed, looks it up, and makes the correction.

WHEN RATINGS COUNT

The system used by the DeLaval Separator Company in Chicago, for handling its big prospect-list is very similar to this, with the improvement that colored cards are used to show class of prospect. Colored cards or plates can be readily seen on the visible printing point addressing-machines, of which there are several makes on the market, and a skipping attachment makes it simple for the operator to skip all but the color he is supposed to address. Even the non-visible printing addressing-machines are provided with selecting devices which permit carrying out this feature of weeding out a big customer and prospect-list.

This selecting feature of the addressing-machines now on the market—and all of the leading makes now are equipped that way, or can be at a slight cost—makes it possible to save considerable money in carrying out a nationwide advertising campaign. For instance I know of a Chicago manufacturer—I am not at liberty to mention the name—who sells the general stores all over the country. A year or so ago, he came to the conclusion that it was not good business to work the country on a blanket plan. He found that when conditions were "off" in some sections only the bigger stores would buy. The small ones retrenched. If conditions were just about par, he could work all but the very small stores, but if conditions were good or better, it paid him to go after business from them all.

So he set out to work out a plan whereby he could direct his effort where it met with the least resistance. He subscribed to a

credit service which gave him bank clearances all over the country, and other vital data in map form. Upon this service he based his sales campaign, and arranged his mailing-list so that he could reach just the class of dealers he wished, and where he wished. He cut out the waste; boiled down his mailings.

All the stores were divided into five credit classifications according to Dun and Bradstreet rating. An addressing-machine using paper stencils was bought, and holes punched in certain positions on the card, according to the rating of the store. Then the whole list was indexed according to farming communities. Each of these communities was placed in a separate drawer, and the drawers containing all communities in one State filed in one cabinet. The cabinets were arranged alphabetically.

A NOVEL "CAMPAIGN DIRECTOR"

But here is the meat of the story: When the maps would come in every month showing where business was brisk and where it was "off," he had a novel slip handy, which acted as a sort of campaign director. This was a long sheet; long enough to list all the communities in their geographical sequence. These classifications were listed up in the left-hand margin, a rule across the width of the sheet separating each classification. The width of the sheet was divided into five vertical divisions, with a wider margin at the right, for the five credit ratings. This gave what looked like a sheet of squares.

As he studied his map he would indicate by checking this sheet, what ratings in each community were to be addressed. If conditions were good in Nebraska, he would want to circularize all the stores regardless of their financial position. He would check all five squares opposite all Nebraska communities. If another section was only fair, he would only check first and second classes of affected communities. If conditions were bad, he might want to check only the best class of stores, and so on. But when the sheet was finally

checked up, there was no waste effort represented. All the addressing-machine operator had to do was to adjust his selecting device, according to the checking on the sheet, as he put each drawer into his machine—and he had pretty close to 100 per cent efficiency.

The Timken-Detroit Axle Company so classifies its list of automobile dealers that dealers in any desired make of cars can be selected and circularized without disturbing the list which is indexed geographically. This company has a list of 15,000 such dealers, and at one time circularized the whole list when it wanted to get the dealers in any one car to request that Timken-Detroit Axles be used on the cars next year. Now a system of *numbered tabs* is used, which makes it possible to eliminate all but those in which the company is particularly interested at the moment. Every make of car is given a number, and this number of the tab indicates the kind of dealer. The position of the tab on the address-plate, and the shape of the tab, operate the automatic selecting-attachment on the addressing-machine. Other manufacturers use the same plan for choosing prospects in river valleys, so that at flood time they can be sold certain implements and cement. It is the big thought of modern list classification. Selecting those whom you wish to do business at the moment; boiling down the mailing to those who you feel confident will buy.

ADDRESSING JUST THE "LIVE" NAMES

Just how to classify the list so that this may be accomplished without breaking it up into small units, and without disturbing its geographical arrangement, is the problem of each advertiser. No hard-and-fast principles can be set down that will have universal application. But with the help of the foregoing suggestions, which show what has been done, it should not be difficult so to arrange the list that only the names *which are alive at the moment* need be addressed.

No advertiser would think of

buying space at card rates in a publication whose A. B. C. statement showed from ten to twenty-five per cent "bulk" circulation—yet how many of us have mailing-lists right in our own establishments which show an even higher percentage of questionable circulation, but we pass it by, because we feel we are too busy to bother with "details"?

Newspaper Campaign for International Motor Co.

The H. K. McCann Company, New York, is placing advertising for the International Motor Company, of New York, in newspapers of Chicago, New York, Newark, Philadelphia, Boston and Baltimore—cities in which the company has branches and service stations.

Howell Western Manager of American Lithographic Co.

Will H. Howell, who has been acting as assistant to the art manager and has conducted the service department of the American Lithographic Company, New York, has been appointed Western manager, with headquarters at the Chicago office of the company.

S. H. Ankeney Goes with Davis Sewing Machine Co.

S. H. Ankeney has been appointed advertising manager of the cycle department of the Davis Sewing Machine Company, Dayton, Ohio. He has been publicity manager of the Greater Dayton Association since its organization about two years ago.

New Name for Poster Company

The American Poster Co., Inc., will take over the business of the Associated Billposters & D. P. Co. The only change in the business is the name. Donald G. Ross, who has been president of the Associated company, will hold the same office under the new firm.

Will Advertise Detroit

Frank M. Eldredge has been appointed advertising manager of the Detroit Motor Car Company, successor of the Briggs-Detroit Company, which went into the hands of a receiver recently.

C. H. Woodruff in Bank Advertising

Charles H. Woodruff, formerly of the advertising departments of the Packard Motor Car Company and the Buick Motor Car Company, is now advertising manager of the Heard National Bank of Jacksonville, Fla.

WHAT is the hardest thing to find and the costliest thing to buy?

Good fiction.

A magazine that gives its readers signed fashion articles by Poiret, Paquin, and the other great Paris dressmakers, and signed society articles by Lady Randolph Churchill, the Duchess of Marlborough, and others equally prominent, must expect also to give them the very best fiction that its editors can find.

Fiction of this kind was first promised to the readers of Harper's Bazar in 1913.

SINCE THEN, HARPER'S BAZAR HAS GIVEN THEM—

"Jaffery" An important serial novel by the most distinguished English novelist, William J. Locke. We paid Mr. Locke \$17,000 for this story.

Mrs. Humphry Ward Her remarkable society novel, "Eltham House," now running in Harper's Bazar, will reach its climax of interest in September. The 100,000 lovers of good stories who read Harper's Bazar are eagerly awaiting every installment.

Short Stories Harper's Bazar is now publishing the best work of Alice Duer Miller, Mrs. Wilson Woodrow, Freeman Tilden, Elizabeth Frazer and others who write about modern society, not from the outside looking in, but from the inside looking out.

No other magazine of the same class gives its readers BOTH fashions and fiction—together with signed articles by the leaders of society. This is another reason why Harper's Bazar is the only magazine in its class which has *tripled* its circulation and *doubled* its advertising patronage during the past two years.

FORMS close on the 25th of the second month preceding date of publication. For example, forms for the ADVANCE WINTER FASHIONS Number, dated October will close August 25th.

C. W. Ainsworth

Business Manager

Southern Plantation Owners Are Prosperous and Live Well

You Can Not Cut Away From Results

"I feel confident the orders I received in one day more than paid for the advertising. One of the most interesting features of our last advertising with you was that we had orders from six banks in the same mail."

TEXAS SEED BREEDING FARMS
J. L. Mitchell, Jr., Mgr.
June 3, 1915 Sherman, Texas

"The Progressive Farmer has proved more profitable for us than any agricultural publication."

POSTAL LIFE INSURANCE CO.
Wesley Sisson, Secretary
Jan. 7, 1915 35 Nassau St., New York

Progressive Farmer—
"Dear Sirs—Please for mercy's sake tell the people to stop sending orders for potatoes. It will break me up in postage sending them back. Yours with thanks."

J. A. BIGGER,
June 5, 1915 Oxford, Miss.

"I consider THE PROGRESSIVE FARMER the best farm paper published in the United States. It carries nothing but the cleanest stuff, both in its articles and its advertising, and its editorials are particularly meritorious. Our experience shows that we had a greater number of inquiries as a result of our advertisement in your paper than in any other in which we carried advertisements."

UNION SEED & FERTILIZER CO.
Gretna Plant
E. K. Huey, Manager
May 1, 1915 New Orleans, La.

"We believe the subscribers to this paper represent that class of prosperous farmers who are best able to weather the financial stress. . . . Therefore, if anybody is able to buy cultivators this spring, it should be the readers of the Progressive Farmer."

W. A. ROCKWELL
The Harriman Mfg. Co.
January 4, 1915 Harriman, Tenn.

"The Progressive Farmer is one of a few papers I make a point to look through from the big mass that pass through my hands."

H. E. HORTON,
Agricultural Commissioner
May 7, 1915 Chicago

THE country merchants, bankers, lawyers, and doctors in the small towns of the South own big plantations and farms. And that is their big business. They are the representative citizens of their communities and live well. *Their purchasing power is big, their needs are many and they are liberal spenders.*

Not only do they buy those commodities needed in their own homes, but they buy in big quantities the "supplies" needed for farm hands.

The European war has dynamited Southern plantation owners into planting crops other than cotton, and diversification is booming as never before.

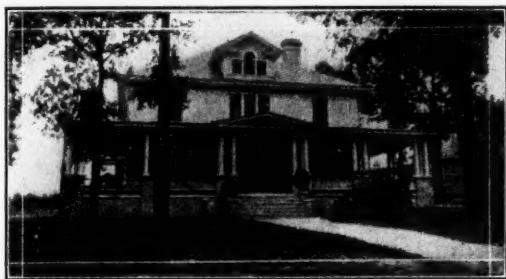
Pure-bred beef and dairy cows are being bought by the hundreds at high prices. Grain drills, reapers, mowers, binders and hay presses are being bought faster than some dealers can supply the demand.

One jobber in Memphis, Tenn., has sold over 70 tractors within the last three months and looks for even larger sales this fall if the factory can supply him.

The seedsmen of the South did a record business this last winter and spring. *Many of our advertisers dropped our paper because we flooded them with more orders than they could fill. We can produce the proof.*

The pure-bred cattle sales in the South have been a wonderful success. Better prices have been secured than were secured in the average "Cornbelt" sale.

Where
There's
a Farm
There's
a Home"



The Progressive Farmer goes into the homes of thousands of country merchants, lawyers, doctors and bankers who own and operate big plantations—plantations that are as big as three of the average farms in Illinois. We have, too, thousands of prosperous business men whose businesses are directly dependent upon agriculture and who read this paper to keep informed. It really is the South's Greatest Farm Paper and we can prove that even though you are not interested in the South as a whole we have individual readers who can tell you the best of everything—they are as good as the farmers in any section of the United States.

Men Who Know Endorse It

Agricultural Authorities, Government Demonstration Station Directors, Country Merchants—men who know—will tell you it is the leading farm paper of the South.

Advertisers Prove It

No better proof can be shown than to say that we have earned more paid advertising in 1914-15 than any other southern farm paper. We have shown gains in March, April, May and June, 1915, over the same period in 1914.

Clean as a Hound's Tooth

There isn't a fake advertisement in The Progressive Farmer for man or beast or fowl. We bar from our columns EVERY SPECIES of quack or objectionable advertising. Look at a copy! See for yourself the absence of rupture remedies, fake "free spectacle," cheap jewelry and shoddy advertising. We refuse patent medicines for the stock—much less human beings. Editorially it is in the class by itself in the South and it is the equal, editorially, of any publication in America—no matter what class might be.

From Virginia to Texas it best serves the farmers and agriculturists of the South. It follows, therefore, it best serves the manufacturers of America. Put us on your roll. We are already on your sales-staff selling your goods while your drummers are playing dominoes in the country hotels.

THE

PROGRESSIVE FARMER

J. A. MARTIN Advertising Manager
Birmingham, Ala., Raleigh, N. C., Memphis, Tenn., Dallas, Texas

W. Herbert, Inc., Western Representatives
119 West Madison Street, Chicago

Wallace C. Richardson, Inc., Eastern Representatives
41 Park Row, New York City

Here are some of the big "General" advertisers who have so far confined their farm paper advertising in the South exclusively to the Progressive Farmer.



COLT Automatic



JELL-O

COLGATE'S

PETER HENDERSON & CO



In July, 1915, The Digest carried 43,399 lines of advertising.

A gain of 10,457 lines over the corresponding month—July, 1914. In the first seven months of 1915 we record a gain in advertising over the seven months of 1914.

These statements are of extraordinary interest because we have for years carried a maximum of current advertising, serving more manufacturers and advertising a more varied list of products than any other publication.

We serve the advertiser quickly. Copy sent us before July 29th can be inserted in the issue of August 7th.

"IMMEDIATE NATIONAL PUBLICITY"

The Literary Digest

\$1.75 per line until September 18th, 1915

\$2.00 per line after September 18th, 1915

Manufacturer Can Legally Refuse to Sell to Price-cutters

Federal Court in Strong Opinion Refuses to Compel Cream of Wheat Company to Deal with Atlantic & Pacific Tea Company

WHAT amounts to a flat declaration that the manufacturer of a trade-marked product has the right to refuse to supply his goods to jobbers or dealers who cut the price, and that the Sherman and Clayton laws contain nothing which prevents such a refusal, was handed down by Judge Hough, of the United States District Court at New York, July 20, in denying a preliminary injunction which was sought by the Great Atlantic & Pacific Tea Company against the Cream of Wheat Company. An account of the filing of the suit and the early steps in the case was published in PRINTERS' INK for May 13. Practically parallel cases have been instituted by Frey & Son, Inc., of Baltimore, against the Cudahy Packing Company and the Welch Grape Juice Company; and by James O'Donnell, of Washington, against the Beech-Nut Packing Company. The present decision by Judge Hough will undoubtedly have an important bearing upon the disposition of those other suits.

All of the cases mentioned have been brought under the Sherman and Clayton Acts, alleging that the manufacturers in question, by refusing to sell further supplies of their goods to distributors who cut the price, have substantially lessened competition and attempted to build up a monopoly. Those contentions are denied in the opinion in the Cream of Wheat case, which follows practically in full:

U. S. DISTRICT COURT, SOUTHERN DISTRICT OF NEW YORK.	
THE GREAT ATLANTIC & PACIFIC TEA COMPANY, Plaintiff,	} Eq. 12-224.
vs.	
CREAM OF WHEAT COMPANY, Defendant.	

Motion for preliminary Injunction, in action alleging violation of Sherman Act and Clayton Act, Sec. 2; the basis for injunction is Clayton Act. Sec. 16.

MARTIN CONBOY, for Plff. and motion.
JOS. J. BAKER and ROME G. BROWN,
for defendant.

HOUGH, D. J.:

Although the application is for relief *pendente lite* only, all the essential facts are set forth with clearness, and without contradiction upon any material point. The novelty of the litigation is such, that a careful statement of what these facts are, is more than excusable, for upon them will depend conclusions of law, toward whose final settlement the action of this Court is but a preliminary.

Plaintiff is a corporation of New Jersey, defendant of North Dakota; and has appeared herein protesting against the jurisdiction. This point has been resolved against defendant in other proceedings and by another judge. Following that decision, and without expressing any opinion thereupon, it is held for the sake of the record, that jurisdiction exists and that defendant was lawfully obliged to respond to process.

The business of defendant is what is commonly called the "manufacture" and sale of the food product known as Cream of Wheat. Manufacturing is a word of such wide and loose meaning, as to include the preparation by art of any finished product from raw material; but more accurately descriptive words for defendant's business are selection and cleansing of the by-product of a true manufacture, viz.: flour-making.

"Middlings" are the coarse flour and fine bran separated by bolting from fine flour and coarse bran. These middlings defendant "selects," selection depending upon the grade and kind of wheat used by the miller—and then purifies or cleanses such selection. The result is Cream of Wheat, which is no more than purified middlings. It is not patented, anyone can make it who can get middlings, and the amount of that material

annually required by the business of defendant is less than one per cent of the amount thereof produced in the same period by the millers of the United States.

NO MONOPOLY OF THE MARKET

Obviously defendant does not, and cannot control, nor indeed does it seek to control or monopolize the production of or market for middlings. It naturally wishes to buy its raw material wherever it can procure the same easiest, best and cheapest.

Yet it has a monopoly—a perfectly lawful monopoly—in the trade-name "Cream of Wheat." By the law of trade-mark and unfair competition, no one but defendant can sell under the name chosen by defendant, what anyone can make and sell under another and non-infringing label. The style and dress, name and package of defendant have been extensively and successfully advertised for 18 years, until the public has grown accustomed to ask for and get something good to eat under the name "Cream of Wheat," and an identical substance under another name would have to travel the same long, hazardous and expensive path, in order to get or create a market.

It is possible to assert that the (say) one per cent of middlings, which when selected and purified is called "Cream of Wheat," is, for legal purposes at all events, a different commodity, a separate thing or entity from all other "middlings."

The point is mere dialectic, for all that makes the difference or separates the things is a name; and the substantial truth remains that defendant's business consists in lawfully monopolizing a trade-name, and impressing the public with the purity, reliability and uniformity of the very common substance it sells under that cleverly chosen name. The selection of the name was quite as important as the selection of the middlings, when business began, and after so much advertising the name or brand is by long odds the most important element in the business. Plaintiff is the founder and pro-

prietor of an unusually large number of stores widely scattered through the Middle and some of the Eastern States. If not grocery stores in the common acceptance of that phrase, they sell many if not most "groceries." Out of more than a thousand establishments owned by plaintiff, a large proportion are known as "Economy Stores," which are places having but a single attendant and no telephone, giving no credit, making no deliveries and closed whenever the manager leaves for meals or sleep. The maintenance charge, or overhead expense of such stores is plainly smaller than that of groceries managed in the usual way; and at them plaintiff seeks to compensate for lack of conveniences by cheapness of price.

Such a storekeeper as plaintiff obviously has under his own hand as many outlets or places for reaching the consumer, as some jobbers or wholesalers have customers. He can buy for his own convenience, and in order to sell over his own counters, in quantities as large as does many a jobber who would refuse retail trade. In short, the plaintiff is, in buying, a wholesaler (on perhaps no great scale), and in selling is a very large retailer.

For purposes of this discussion, relations between plaintiff and defendant begin in 1913. In January of that year defendant published a new scheme of sales, revoking all existing plans, methods or agreements. The action was timely, if not caused by legal advice based on the price-regulation cases, of which the dissent in *Henry vs. Dick Company*, 224 U. S. 1, was the premonitory rumble, and *Victor Talking Machine Company vs. Straus*, 222 Fed. Rep. 524, is the last echo.¹

By the printed scheme just mentioned, the Cream of Wheat Com-

¹ These cases resting on sales of patented articles are cited, merely to emphasize my opinion that restrictions in use, and limitation on sale, are essentially the same thing—if title passes to the thing limited or restricted. The dissent in the *Henry* case loudly prophesied to the profession what has since become history.

pany held itself out as refusing to sell to "consumers, retailers or chain or department stores." It reserved the right to refuse to sell to anybody who failed to comply with any request made, and deemed by defendant beneficial to itself, the "trade at large" or the "interests of the consumer"; and announced as its policy, that it would "confine our sales exclusively to wholesalers." Sales, however, once made, were absolute and the transaction closed. Sale was to imply no agreement to maintain or fix any price on a resale—nevertheless defendant requested that retail prices be kept at the level recommended by it.

This request, taken in conjunction with the reserved right to cease selling to anyone who did not comply with requests from the same source, was in effect saying plainly enough—keep up the retail price or we will stop supplying you, if we think stoppage profitable. I do not suppose that this sales scheme was a contract, or anything enforceable against defendant, but it serves to show a professed state of mind.

Notwithstanding, however, this published sales plan, defendant well knowing that plaintiff sold directly to the consumer, sold Cream of Wheat to plaintiff at wholesale rates and in large quantities—upon condition that in making sales over the counter, no smaller price should be charged than the small retailers had to ask in order to get a fair profit, viz.: not less than 14 cents the package.¹

In or about January, 1915, plaintiff refused to observe this agreement or request, and openly sold Cream of Wheat at its "Economy Stores" for 12 cents per package.

It is fairly inferable from this history, that the published sale

plan of 1913 was incomplete or inaccurate; it should have added, "we reserve the right to sell at wholesale rates and in carload lots to *anybody* who will not cut the consumer's price below 14 cents." Defendant's selection, acceptance or rejection of a customer did not depend upon the wholesale or retail character of his business, but largely if not wholly upon whether he could be depended upon to maintain "requested" rates.

After some talk and writing, plaintiff remained contumacious and refused to maintain prices, whereupon defendant refused and still refuses to sell Cream of Wheat to plaintiff at any price or in any quantity whatever.

The defendant also sent out circulars to the jobbing trade pointing out the "cut-rate" practices of plaintiff, and asking the recipients to see to it "that no quantity (of Cream of Wheat) at any price shall reach directly or indirectly the (plaintiffs) to enable them to continue their present menace to the legitimate trade."

THE MAIN OBJECT OF THE SUIT

In result, the situation when suit was brought was that plaintiff could not make any money on Cream of Wheat sold at 12 cents, because it could not get carload rates; but no great success attended defendant's efforts to prevent jobbers selling to plaintiff—there were and are too many men quite willing to let the Atlantic & Pacific Company lose some money, as long as they made a little.

This condition of affairs still continues; and the main object of this action and of the present application is to compel defendant to fill plaintiff's orders for Cream of Wheat in carload lots at \$3.95 per case.

Of course the bill does not put the matter so boldly, but if the law does not warrant an order productive of the result stated, this action is of little worth.

It is not worth while to consider whether the facts above shown produce a case under the Sherman Act. If they do, the matter is not much advanced, because under

¹The effect of defendant's price-list was and is this: the Cream of Wheat Company sold to wholesalers at \$4.10 per case of 36 packages, and in carload lots at \$3.95 per case. The wholesaler was "requested" to sell to the retailer at \$4.50 per case, a figure which enables the ordinary grocer to get a moderate profit on selling at 14 cents the package. At 12 cents per package loss is almost certain, unless the goods are obtained at \$3.95 the case.

that statute the plaintiff could not bring this action in equity; and if they do not, plaintiff just as freely asserts its right to relief under the Clayton Act.

I shall therefore follow counsel (none of whom has discussed the applicability of the Sherman law) and say no more about it.

It is urged that defendant's professed and published scheme of sales, plus its practice thereunder, create an actual monopoly of, and do lessen competition in, Cream of Wheat; that this result is in itself unlawful; and is produced by means which are specifically prohibited by Sec. 2 of the Clayton Act, viz.: price-discrimination not justified by any of the exceptions of that section. As the next and final step in justification of its procedure, plaintiff asserts itself to be threatened with loss or damage, through the above-stated violations of Sec. 2, and therefore seeks an injunction under Sec. 16.

Plaintiff's syllogisms in support of the demand for relief are simple, thus,

(1) Defendant has a monopoly in Cream of Wheat;

(2) Through such monopoly it fixes the re-sale price of that article; therefore

(3) It prevents competition in Cream of Wheat and violates the body of Sec. 2.

Again:

(1) Preventing competition is restraint of trade;

(2) Defendant does prevent competition; therefore

(3) It restrains trade and is not within the exception of Sec. 2.

If the premises of the above logical formulæ are admitted in the sense and to the extent plaintiff asserts or assumes as proper, the conclusions flow as matter of course. A successful answer must deny or avoid the premises, or ascribe to words a scope and meaning at variance with plaintiff's usage.

Taking up *seriatim* the parts of the above propositions: It is true that defendant has a monopoly in Cream of Wheat, but as heretofore stated it is a lawful monopoly, ultimately resting on the

plain truth that there can be nothing anywhere in the United States lawfully called Cream of Wheat without defendant's consent and approbation. In that substance (if legally it is a distinct substance) defendant has the monopoly of a creator; something which is not and never has been within the prohibition of any law, anti-trust or otherwise.

MONOPOLY OF "CREAM OF WHEAT" ENTIRELY LAWFUL

On the contrary that monopoly is encouraged by patent, trademark and copyright statutes, and the rules of unfair competition. Therefore the implication of plaintiff's premise, that there is something inherently wrong in defendant's monopoly, is false and misleading.

The minor premise, that defendant *fixes* the re-sale price, is not in my opinion true in point of fact. It would like to fix that price, so far as its minimum is concerned; but *fixing* connotes enforcement; that it cannot accomplish, and since 1913 at all events the attempt has been abandoned. Let it be assumed that defendant declines business with all who refuse to maintain prices. If such refusal affected a necessity of life, or even a staple article of trade, the matter might be serious, and history might be appealed to for instances of statutory punishment, e.g., the engrossing acts. But mere abstention from dealing cannot *per se* be price-fixing, because the price is not made to depend upon any contract or agreement even thought by the parties to be enforceable. To call defendant's acts price-fixing, is inaccurate, and evades obvious legal questions, viz., whether defendant has the right to decline business; and whether it is anybody's business why the business is declined.

Therefore, because I cannot accept the meaning imputed to the words used by plaintiff, it is not found necessary to reach the conclusion of the first proposition.

Concerning the second syllogism, it must be admitted that there is abundant authority for the general proposition that pre-

The Gentlewoman

2,000,000 Circulation

which means two million copies
printed and mailed to *paid in*
advance subscribers.

2,000,000 Homes

in the small towns and rural com-
munities are reached every month
through the columns of

The Gentlewoman

W. J. Thompson Co., Inc., Publishers
NEW YORK CITY

The Kennedy-Hutton Company
Advertising Managers

7084-86 Metropolitan Building
New York, N. Y.

1004-5 Marquette Building
Chicago, Ill.

venting competition is restraint of trade; but it does not follow that it is unlawful either to prevent any and every species of competition, or to restrain trade in any and every degree.

The only competition prevented or sought to be prevented by defendant's acts is that of Cream of Wheat against itself; the only trade restrained is the commercial warfare of a large buyer against small ones, or that of a merchant who, for advertising purposes, may sell an article at a loss, in order to get customers at his shop, and then persuade them to buy other things at a compensating profit. That competition, as encouraged by statutes and decisions, does not include such practices, has been sufficiently shown (with ample citations) in *Fisher Flouring Mills Company vs. Swanson*, 76 Wash. 649.

NO "UNREASONABLE" RESTRAINT OF TRADE

It is further obvious, that when plaintiff premises that preventing competition is restraining trade, it is assumed that the resultant restraint is *unreasonable*; for there is nothing in the Clayton Act to compel or induce courts to hold that the trade restraint referred to by this statute differs in kind, quality or degree, from that now held to be meant by the Sherman Act.

Because, therefore, I am not persuaded that the acts of defendant have produced, or tend to produce, diminution of any competition favored by reason or law; or have restrained trade unreasonably (if at all), I do not find it necessary to accede to the second syllogism.

Mere doubt of the propositions of plaintiff would require refusal of preliminary injunction; but I may more distinctly state my reasons for thinking that even definite, positive and admitted price-regulation is not unreasonable restraint of trade in the present instance.¹

Cream of Wheat is not a necessity, it is not even a staple article of commerce. If it be a commodity at all, the commodity and

the name are synonymous. Its continued existence depends upon defendant's ability to control the marketing of its own product. The doing of what plaintiff wishes would take from every groceryman near an "Economy Store" the last incentive to buy any Cream of Wheat, and collectively such grocery-keepers are more important to the public and the defendant than is the plaintiff. If injunction were granted, defendant and many retailers would be injured, and the microscopic benefit to a small portion of the public would last only until plaintiff was relieved from the competition of the fourteen-cent grocery—when it, too, would charge what the business would normally and naturally bear. In short, it is plaintiff and not defendant that pursues methods, whose hardship and injustice have often been judicially commented upon (*U. S. vs. Freight Assoc'n*, 166 U. S. 321).

In my judgment the prevention or limitation of practices such as plaintiff's (so far as consistent with statute law) is the reverse of unreasonable.

There remain two legal inquiries (previously suggested) to which this motion justifies answers, which answers go to the root of plaintiff's case.

The questions are (1), Does Section 2 of the Clayton Act apply to the defendant at all? and (2), Is it within the power of Congress to compel defendant to do what plaintiff demands?

¹ There is surely a very obvious difference between enforcing by legal process an agreement to regulate prices, and regulating prices by legal process. The agreement may be, and usually is, unenforceable; *Bauer vs. O'Donnell*, 222 U. S. 1, gives the reasons; but it is not necessarily unlawful for a man to do voluntarily what he cannot be compelled to do. It follows, therefore, that, even under the Clayton Act, price-regulation accomplished without undue or unreasonable trade restraint, and by a judicious selection of customers, may be lawful. It seems to be argued for plaintiff, that because defendant could not enforce a price-agreement, it cannot by any method accomplish, even partially, the same result. It is an amusing commentary on this doctrine that the main object of this suit is to have this Court compel delivery of Cream of Wheat at \$3.95 per case—which is *pro tanto* price-fixing.

Section 2 plainly identifies the lessening of competition with restraint of trade (*Cf.* the body of the section with the last exception). But price-discrimination is only forbidden when it "substantially" lessens competition. Construing the whole section together, the last exception reads in effect that a "vendor may select his own *bona fide* customers providing the effect of such selection is not to substantially and unreasonably restrain trade."

How it can be called substantial and unreasonable restraint of trade to refuse to deal with a man who avowedly is to use his dealing to injure the vendor, when said vendor makes and sells only such an advertisement-begotten article as Cream of Wheat, whose fancy name needs the nursing of carefully handled sales to maintain an output of trifling moment in the food market, is beyond my comprehension.

Turning to the second question—if it be granted that Section 2 does apply, and that defendant's selection of customers results in

unlawful restraint of trade—can it be possible that such persons' evil ways are to be amended, not by stopping his business, but by adding to his list of customers one or many persons chosen by Congress? Numerous individuals and corporations have been enjoined from restraining the trade of other people, no matter how flourishing the offenders' trade might be, nor how greatly the general volume of trade had increased during the period of restraint. But never before has it been urged that, if I. S. made enough of anything to supply both Doe and Roe, and sold it all to Doe, refusing even to bargain with Roe, for any reason or no reason, such conduct gave Roe a cause of action.

If Congress has sought to give him one, the gift is invalid, because the statute takes from one person for the private use of another the first person's private property.

Using the words sell or sale conceals the issue. If a man prefers to keep what he has, an offer

Circulation 50,000

THE HOUSE BEAUTIFUL

FOR SEPTEMBER WILL BE THE
ANNUAL FALL BUILDING NUMBER

This Annual Fall Building Number will be, in a literal sense, the September number of this leading monthly publication, but it will be much more a handbook of reference than a monthly magazine to our readers with their home-owning aspirations.

Forms Close August 5th to 9th

N. J. PEABODY, Western Mgr.
110 South Dearborn St., Chicago

C. R. TOY, Advertising Mgr.
17 Madison Ave., New York

of money to salve the taking thereof does not prevent such taking from being confiscation. The Cream of Wheat Company is a purely private concern; except as regulated by its creating law, it is an ordinary merchant whose business is affected by no public use whatever. The statute as construed by plaintiff descends upon that private merchant, and commands him to make a contract by which he transfers his property for a price, but against his will. The contract and the price are legally mere surplusage—the constitutional violation lies in the compulsion, whereby he is deprived of his property for a private purpose.

If defendant's actual scheme of interstate business is unlawful, the United States certainly, and now perhaps an individual plaintiff, can put it out of business; but neither the nation nor any individual can take away its property with or without compensation for the private use of anyone.¹

There remains one pendant to the main case. Plaintiff complains of defendant's circulars to the trade as an embargo or boycott.

There is no proof that defendant refused or threatened to refuse to sell to anyone who sold to plaintiff; it did request its chosen customers not to deal with plaintiff.

If it had good right to refuse dealings itself with plaintiff, and without malice asked other people to do the same thing—so far only as Cream of Wheat was concerned—defendant was within its rights. Embargo is a word without meaning in private law; as to boycott I have stated my views at some length in *Gill Engraving Company vs. Doerr*, 214 Fed. Rep. 111.

Limiting the discussion to goods of defendant's own making, the opinion in *U. S. vs. Keystone Watch Company*, 218 Fed. Rep.

¹ It is an interesting speculation, whether national price-regulation, embracing compulsory sales, could not be reached by a system of Federal licenses as a prerequisite for interstate business. *Seem* that submission to such prospective regulatory order might be exacted as the price of license.

502, does not bear out plaintiff's contention. (See also *Montgomery Ward & Co. vs. South Dakota & Co.*, 150 Fed. Rep. 413.)

The motion is denied in all its parts.

C. M. Hough,
U. S. D. J.

NOTE. Aided by counsel, I have examined all the public documents I could find, relative to the Clayton Act, hoping to find something of assistance in interpreting the statute. The point raised by this motion was not, so far as I know, discussed or considered.

"Lord Garcia" Cigar Box Does Not Infringe

Refusing to recognize the plaintiff's prior right to the use of pasteboard boxes made to imitate cedar wood and at the same time temporarily enjoining the defendant from closely imitating the style, ornamentation, etc., of the plaintiff's packages, Justice Shearn, in the case of the *Kraus Cigar Company vs. Harry Weiss*, New York, recently handed down a ruling which indicates that prior right to the usage of a particular style of packing, such as cedar-wood imitations widely used in the tobacco trade, is not amenable to determination. The contention of the plaintiff was that the "Lord Garcia" brand of little cigars made by the plaintiff infringed in its packing the "Lord Romeo" brand of the Kraus company. Temporarily enjoining the defendant from general simulation of the "Lord Romeo" packing, Justice Shearn ruled that cedar-like paper packages have been used for little cigars, cheroots, panatellas, etc., by manufacturers all over the United States for a great many years.

Cortez Cigars in Newspapers Again

After four years' interval, the Cortez Cigar Company, of Savannah, Ga., is using the newspapers to advertise its Cortez Cigars. Formerly the company used ash-trays, cigar-cases and novelties for the dealers. Copy is being run in 25 dailies of the South. The brand has been on the market for 30 years. The slogan which has been used in the advertising from the earliest days is, "For Men of Brains."

Thomas Goes with Pratt Food Company

William S. Thomas, formerly secretary and sales manager of The Pompeian Company, and later general manager of The Pepsimint Company, is now general sales manager of the Pratt Food Company of Philadelphia.

WHEN man first decided that there was too much smoke in the cave and a better dwelling possible, he discovered the principle of Division of Labor. Just about that time the world started forward and like Johnnie Walker is going yet—limping hard in Europe but still going. To the development of this principle is due the world-wide interchange of commodities and service which we hope to resume shortly—when Europe regains its sanity.

To distribute your product, you hire salesmen who put your goods on dealers' shelves. A simple proposition because if they fail you use some blue envelopes and then get other men. In the division of labor, our task is to move the goods from the dealers' shelves into the homes of consumers. We sell space in our columns because we can do just that. Our readers have confidence in HOME LIFE and if you have national distribution we can serve you. But we will not attempt to do your work—doing our part well keeps us busy.

Ask for the rest of the story.

Home Life

Chicago

ARTHUR A. HINKLEY
Advertising Director.



IF HALF
"PUNCH'S"
 READERS
 WERE YOUR
 CUSTOMERS

**You would have the largest
 British Clientele in the
 World.**

SO far, the "quantitative aspect," as the professors say.

Qualitatively, you would have also the best educated, best cultivated and best buying British clientèle in the world—such a clientèle as you would not reach through any other medium (probably not through any combination of media) exclusive of "PUNCH."

The Net Sale of "PUNCH" is now 50 per cent. higher than before the War, but space is still being sold at pre-War rates. This is bargain year for "PUNCH'S" advertisers. Come on in.

ROY V. SOMERVILLE
 Advertisement Manager, "Punch"
 10 Bouverie Street
 London, E.C., England

Federal Government's Attempt to Standardize Milling Products

Aims to Secure Uniform Definitions and Standards for Flour—Pillsbury Official States That Descriptive Terms Relating to Flour Are Being Eliminated as Rapidly as Possible

"WE are eliminating every kind of descriptive term. That is our plan." This was the rather surprising statement recently made to Government officials by Albert C. Loring, of the Pillsbury Milling Company, of Minneapolis, Minn. Surprising will it prove to many persons interested in advertising to learn that in this day and age when the whole tendency in most lines seems to be to go to any lengths to exploit and protect trade-names there should be one important class of nationally advertised products with which the trend is declared to be away from distinguishing names of a certain kind instead of toward additional brand or grade designation.

"Grading is gradually disappearing," continued Mr. Loring. "Years ago when we had a uniform grading of wheat and milling was in its infancy, technical and trade-names were common, and flour was sold as such. Under the conditions as they have now developed we have gradually eliminated the trade-names to a very large degree."

The Minneapolis man and representatives of other large advertisers in the milling field declared that the use of the word "Patent" especially is disappearing from flour sacks and barrels. The names "Fine" and "Superfine" were used a few years ago, everywhere in this trade, but have now entirely disappeared. Even "X" is declared to be used less than formerly in selling flour.

The occasion for all this discussion is an attempt on the part of the National Government to devise a system of definitions and standards for flour. The Federal

officials, to hear them tell it, would fain bring about a situation where it will not be necessary for Mrs. Newlywed to rely, when making her first purchases of flour, solely upon the statements of the corner grocer. The milling interests are none too sure that the scheme proposed by the Government officials is practicable, but in speaking of this matter Dr. Alsberg, Chief of the Bureau of Chemistry of the Department of Agriculture, and a prime mover in the project, said: "It seems to me it ought to be possible in some way to arrive at some rational system of labeling. We are concerned with the finished product and that it shall be marketed under fair descriptive terms."

It is a foregone conclusion that all flour advertising whether national or local in scope will be affected should the Government carry out the apparent intention to establish flour standards. Dr. Alsberg tells PRINTERS' INK that while he realizes that grade-names or trade-names have to some considerable extent disappeared from flour packages, these names are yet used in marketing the flour, and he therefore feels that some system of definitions is needed. Incidentally he remarked that if grade-names disappear in the flour trade the situation will be the direct opposite of most other lines. In the canning trade, for example, the whole tendency is to give prominence to grade-names.

All the leading advertisers in the milling field have been represented at the milling conferences lately held at Washington. Such firms as the Quaker Oats Company and Washburn-Crosby Company, in addition to Pillsbury, have sent their officials to the national capital, as well as the American Manufacturers' Association of Products from Corn.

Bromfield & Field Have Garden-hose Account

The garden-hose advertising of the Boston Woven Hose & Rubber Company will be handled in the future by George L. Sullivan, of Bromfield & Field, Inc., New York.

THE AYER & SON ADVERTISEMENT (Concluded)

stantial progress in New Mexico. May the next decade see more! She has the coal, the coke, the lumber, the copper, the wool, the clay products and other materials to make her an industrial rival of western Pennsylvania or Michigan. Already she has discovered the value of the once obnoxious soap weed as a basis for grass floor covering and paper stock.

In New Mexico there are two or three small national advertisers. One of these is the Francis E. Lester Company, of Mesilla Park, marketing toilet articles and novelties. This concern started on the right track and with able advertising guidance possesses possibilities for unlimited growth.

Another advertiser is an Ayer client—the New Mexico Military Institute, at Roswell. In 1911 Colonel Willson came to Advertising Headquarters for a diagnosis. His school was confronted with difficult problems. Its immediate drawing territory is sparsely settled. Localized advertising was tried and found unprofitable. Our experience in school advertising dictated national advertising, which attracted students from every part of the country and especially from New Mexico. Here is an advertiser who realizes that a national agency is best equipped to handle his business, though Roswell is three days from Philadelphia.

Ayer advertising can stimulate the growth of more schools in the Southwest. They may be small, but advertising will keep them from staying that way. We don't believe any business or institution is too small or too large to profit by advertising. We want to show you, who own a business, small, large or intermediate, just how Ayer advertising can expand that business.

N. W. AYER & SON

PHILADELPHIA

New York Boston Chicago

Overcoming the Price Obstacle in Selling High-grade Farm Machine

Necessary to Show What the Machine Will Accomplish—One Manufacturer Does This by Means of a Running Narrative Which He Sells, in Book Form, to Farmers.

ADVERTISING the work accomplished rather than the machine that does it seems to have solved one of the problems of the Gale Manufacturing Company, of Albion, Mich. The company has advertised for a number of years in farm papers a deep-tilling machine, but has come to the conclusion that too many farmers lose interest in the proposition when they find that the machine is rather high-priced.

It is a hard proposition, within the bounds of an advertisement, to acquaint farmers with the results they may secure, and why, from the use of a certain machine. So this manufacturer has set out on another tack.

Astolf Levin, of the company's advertising department, has written a book, entitled "Upside-down Farm," and this is advertised in the farm papers over the signature of the publishing company, with no mention being made of the manufacturer of the deep-tilling machine. But the story is woven around the success of a farmer who improved his condition by deeper tilling of his land, and in the back is a post-card for the reader to send to the publisher asking him to forward a bulletin on "The Proper Preparation of the Seed-bed." No particular tools are mentioned in the book nor the name of the Gale Manufacturing Company.

"The purpose of the book," writes Mr. Levin, "is to work up an interest in deeper and better preparation of the seed-bed, and after such interest has been secured it ought to be a comparatively easy matter to make a sale of a tool built especially for such work."

The book is advertised to be sent on approval, and the recipient agrees either to send 50 cents in payment or to return the book within 30 days. Whether he keeps the book or not, he has absorbed the message, but if one out of three of those sending for it remit the 50 cents the cost of production will be covered. This, however, is a minor matter.

The advertisement is written to appeal to farmers who are interested in better farming. The book itself endeavors to show conclusively that bigger and better crops are possible from deep cultivation of the soil. The story form is used in order to keep up interest through the whole process of cultivating the ground, sowing the seed and so on through to the harvest.

The book was first advertised in farm papers in the spring, and the plan worked well enough to warrant the company going into it heavier in the autumn.

New Farm Paper Payment of Insurance Policy Involved Advertising

The case of Mrs. Samuel J. Roberts, widow of the publisher of the Lexington, Ky., *Leader*, who was suing the Central Life Insurance Company of Lexington for \$10,000 on a policy applied for by Mr. Roberts a few months before his death, hinged on the fact that the insurance company had used some of the advertising space which was accepted in lieu of money as payment of the premium. The company resisted payment of the policy on the ground that it had never been delivered; but the Kentucky court of appeals held that the use of the space constituted a waiver of the provision in the policy that it did not become effective until delivered, and that the insurance would have to be paid.

American Possibilities in India

H. Arthur Engleman of Calcutta, India, is in America to interest American manufacturers in the possible market in India. Due to the cutting off of German trade, he says, there is a waiting market for American manufacturers of things like cereals, soda-fountain drinks, druggists' sundries, dry-goods specialties, etc. Mr. Engleman was formerly a member of the staffs of Charles F. Hingham and Samson Clark, of London.

Why *Big Ben* Dealers Co-operate

THERE is REAL ACTION back of *Big Ben* Advertising. *Big Ben* dealers CO-OPERATE with each and every advertisement—AND "CASH IN" ON IT

The makers of *Big Ben* Clocks use the

Addressograph

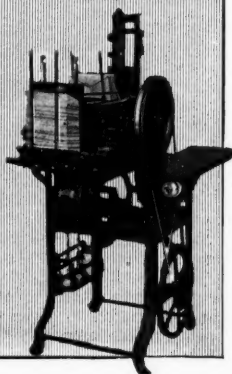
to tell their dealers WHY they are advertising.

Result—each and every *Big Ben* dealer reaps the greatest profit from *Big Ben* Advertising. This is a big, business-building idea. Shall we tell you more about it?

The **Addressograph Co.**

913 W. Van Buren St.
Chicago

Automatic
Envelope Feed
Addressograph



Now it's NATIONAL!

FOLLOWING no one, blazing a wholly new trail, Mr. Joseph P. Knapp and associates twelve years ago established The Associated Sunday Magazines, issued WEEKLY.

Step by step it climbed in editorial excellence until as much as \$29,000 was spent for a single editorial feature.

The *first objective* had been attained.

It was GOOD.

Slowly at first, but more quickly afterwards, advertising came, until in a single year the advertising revenue passed the \$700,000 mark.

The *second objective* had been attained.

It was SUCCESSFUL.

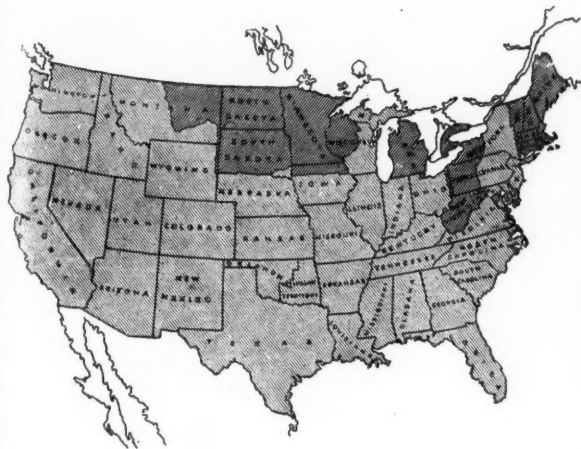
Blazing again a new trail, Mr. Knapp and associates have founded Every Week, the first three-cent high-class weekly magazine in America, circulating in that broad territory which the Associated does not reach.

So at the end of twelve years, the *third objective* is attained.

The combination is NATIONAL.

Now in the *ASSOCIATED* and *EVERY WEEK* you can buy national circulation, rapidly increasing, at a *rate lower* than national weekly circulation has ever been sold before.

"The wise man buys a rising circulation."



The *ASSOCIATED SUNDAY MAGAZINES* circulation is in territory marked in heavier shade.

EVERY WEEK, circulating in the balance of the country, now makes the combination national.



ASSOCIATED is 800,000 +
EVERY WEEK is now (July 19th) more
 than 282,000 and rising rapidly.

Our low combination rate is based on
 1,000,000 guaranteed.

Everything over is big measure for immediate
 buyers.



THE ASSOCIATED SUNDAY MAGAZINES and EVERY WEEK

JOHN H. HAWLEY, *President*

95 Madison Avenue, New York

The Use of Advertising to Dispose of "Waste" By-products

What Uncle Sam Is Doing to Help Manufacturers Add to Their Incomes

Special Washington Correspondence

GOVERNMENT experts have lately been concerning themselves with the problem of finding a market for the odds and ends of raw material that in almost every American industry have often heretofore been allowed to constitute a dead loss.

Already it has been demonstrated that this particular form of conservation is going to result in aggregate savings of millions of dollars. The interesting point now is what part will advertising play in this readjustment.

Take a hypothetical case in the wood-using industries where Uncle Sam's experts, beginning some two or three months back, have been especially active in promoting the propaganda of "stopping the leaks." Will the advertising that has been done in behalf of cypress, render it easier to sell to manufacturers of specialties or "side lines" the left-overs of "the wood everlasting" that formerly went to the discard? A leading manufacturer of hammocks is using the remnants of his special fabric to manufacture sofa pillows, but he has not made half the headway in the market that he probably would if he proclaimed from the housetops that these pillows are of the self-same material that he invests with so many virtues when advertising his hammocks.

Then again, to turn to another phase of the subject, there crops up the question what part advertising is going to play in the marketing of products that have been created, as though by wave of a magic wand, from surplus material lately scorned as waste. One of the big opportunities of this kind is to be found in coal briquets. Little more than a start has been made in marketing these convenient, easily handled fuel bricks, and yet last year there were sold in the United States

250,000 tons of briquets at an aggregate price of more than \$1,000,000.

A leading official of the U. S. Bureau of Mines tells PRINTERS' INK that he believes an energetic campaign of education designed to enlighten householders and especially housewives as to the advantages of briquets would multiply the abovementioned turnover many times. And the anthracite coal-mining companies of the United States have, in their culm banks, waste capable of being converted into millions of dollars' worth of briquets.

NEW SIDE LINE MAY RIVAL PRINCIPAL PRODUCT

Utilization of waste, with or without an advertising accompaniment, is in the case of some manufacturing concerns causing the tail to wag the dog.

In the Riverside district in California is a cement-making plant that until a recent date was an object of continuous attack, legal and otherwise, by orange-growers whose fruit was being ruined by the cement dust. The owners of the cement plant have put in the special process for the electrical precipitation of dust which Frederick Cottrell, a Government inventor, has made available for all comers. As a result of this process they are collecting 98 per cent of the dust that formerly escaped. Furthermore a very large proportion of the dust thus collected yields potash, and in view of the demand for potash it looks as though this inadvertent by-product would yield more revenue than the cement which the company set out to produce.

Similarly, there has recently been presented at Ducktown, Tenn., a striking object-lesson of the possibilities of the utilization of waste. Here, too, the new process perfected under governmental auspices—the electrostatic

method of precipitating fumes, it is termed—has been responsible. For years the copper smelters in this Tennessee district have been polluting the atmosphere and rendering all farm land in the vicinity untenable. The transformation that has lately taken place has done more than remedy this evil. The operators of the smelters have found that by conserving the sulphuric acid they obtained a by-product more valuable than the copper which was the primary consideration. Hence we find at Ducktown to-day as the overgrown annex of the copper smelters, the largest sulphuric acid plant in the world, and the acid combined with the local phosphate rock has brought about the production of a fertilizer which, though the advertising campaign is not yet fully developed, is yielding more revenue than the copper which the company set out to produce.

In the agricultural realm, and more especially the fruit-growing, vegetable-raising and canning fields the past few years have witnessed numerous illustrations of how a side line has been developed through energetic promotion methods into a mainstay. A case in point is found in date culture in the Southwest. A decade and a half ago a date-palm was merely a curiosity in this country. Now there is an investment of more than \$250,000. Date-culture is considered one of the great prospective fruit industries, and the growers one day hope to launch an advertising campaign that will at least rival that of certain well-known purveyors of imported dates.

To jump to another subject, but one that comes to mind whenever one thinks of recent achievement in the Southwestern country, there may be instanced the success that has been made by a number of men that took up "ostrich farming" as a side line and gradually have built up, by magazine advertising, a mail-order business in plumes that brings in more money than standard crops.

That the national Government is very much in earnest in its

effort to bring about the profitable utilization of waste in the industries is eloquently proved by the fact that the U. S. Forest Service has established within the past three months a "Wood Waste Exchange." The object is to induce manufacturers in the wood-using industries to either make use, on their own hook, of the wood waste from their factories or else to aid them to find a market for this waste among other manufacturers.

BRINGS TOGETHER BUYERS AND SELLERS OF WASTE PRODUCTS

A corresponding service is being rendered manufacturers who might use, if they could get it, wood that would meet their specifications, for all that it might rank as waste in another factory—say a factory making larger or more elaborate articles. In short, Uncle Sam's object in the establishment of this new clearing-house is to bring together buyers and sellers of wood waste. Of course, there is no charge for the service.

Already it is apparent that this new Federal bureau of business information is going to enable manufacturers of small wood novelties and specialties (including manufacturers of advertising novelties such as rulers, fans, yardsticks, etc.), to get cheaper raw material by buying the waste from furniture factories, piano factories, etc. And it is argued that if a maker of small novelties could gain permission to advertise that his line is made from the same material as, say, the Victrola, Craftsman furniture, the Steinway piano or a "Baby Grand" billiard-table, he would have a tangible publicity asset.

More than two hundred firms have, thus far, enrolled in the new Wood Waste Exchange, and some results have already been reported. A manufacturer of scrubbing-brushes has found that he can use for his line the sugar maple that a maker of school furniture formerly discarded. A New York firm that is putting on the market a patent spool-holder—a convenience for the housewife

No Sane Commander Would Attack with a Big Gap in His Firing Line

There will be a decided weakness in your Canadian advertising campaign if you fail to reinforce it with the

30,000

Circulation of

"Le Soleil"

the one and only medium for covering QUEBEC City and tributary market producing 120 Million Dollars annually.

Rate: 4 Cents Flat

**LE SOLEIL
PUBLISHING CO., Ltd.
QUEBEC**

HENRI GAGNON, Manager

U. S. Representatives:
GEO. B. DAVID COMPANY, Inc.
New York: 171 Madison Avenue
Chicago: 601 Hartford Building

who does her own sewing has been enabled to secure ideal material in the semi-finished blocks of dogwood that have heretofore been sent to the dump by a manufacturer of shuttle-blocks.

Government investigators whose task it is to snoop around in the hope that they can tell manufacturers how to run their businesses to better advantage have expressed surprise to a PRINTERS' INK representative that more firms in the United States engaged in the manufacture of commodities of general use do not lean on their advertising prestige for the purpose of putting out toys that would be replicas of their regular product. The Government men admit that they look at this question from the outside, and they concede that in many instances practical difficulties would make the game not worth the candle. Thus, a manufacturer of motorcars or fire-engines or railroad equipment cannot bother with toy production. But, say these professional makers of suggestions, could not some of the manufacturers of furniture, musical instruments, kitchen equipment, baby-carriages, etc., develop a profitable side line, particularly if they could utilize the waste from their regular operations? The fact that toy importations from Germany have been cut to the quick and that an American toy industry is in the making has suggested the thought at this time.

BUILDING A NEW INDUSTRY

The war, by the way, may be the indirect means of affording means to numerous manufacturers to extend their lines—making the extension in such a way that the momentum gained for established lines would be communicated in some measure to the new acquisitions.

From the standpoint of other interests than Mark Cross it might seem a far cry from leather bags to safety-razors. For the average manufacturer, however, of trunks and other baggage and the average producer of willow furniture or baskets it may not be difficult to bridge the gap to specialties of

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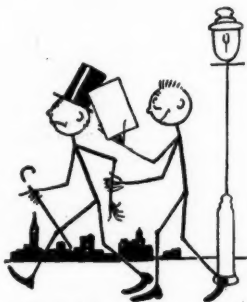
willow construction such as trunks, hampers, screens, etc. Heretofore most of the willow used in American factories has come from abroad—not however because the brand grown in the United States is not just as good. The Department of Agriculture is trying to induce farmers who have land that is good for scarcely anything else to grow basket willows on a large scale and to use care, equal to that of the foreigner, in sorting and bundling the rods.

At the same time the Department is getting ready to go to the manufacturers in a campaign of education regarding the possibilities for the sale in this country of a larger and more varied line of willow goods such as have come to have an established place in the scheme of existence of the average English family. Just by way of illustration as to how a specialty of this class can be made to take hold as a result of moderate advertising there may be cited the success of the "kneeling basket" for the use of the woman who works in the garden—a novelty exploited this season by Jordan Marsh Company, Boston, Mass.

Generally speaking, the advice of Uncle Sam's waste utilization experts is to the effect that a manufacturer best serves his interests if he can develop a side line that will permit him to use his waste at his own plant rather than to dispose of it to another interest for such conversion. Certain economies are thus possible in addition to the advantage of tying up a new product to an established line. Officials of the Department of Agriculture point out that in some cases waste must be used quickly or not at all. This is true where fruit juices for flavoring, soft drinks, etc., are made from "culls" or fruit that would otherwise rank as waste.

Eddy Handles Maxwell Publicity

Ezra B. Eddy, of the Van Cleave Company, of New York, is now in charge of all publicity of the Maxwell Motor Car Company, of Detroit.



*Don't let the inquiries
get away from you*

It Costs Money

to get inquiries—your follow up literature must help you and your salesmen turn them into money again.

Talk to us about it when you start to consider your advertising campaign.

—seeking ideas?

We will study your proposition and submit an intelligent plan for catalogs, booklets and direct advertising.

—ideas of your own?

We will co-operate with you in their production.

Our manufacturing plant is a practical one, and insures you both quality and economy.

The MUNRO and HARFORD CO.

Lithographers & Color Printers

33d ST. & NINTH AVENUE
NEW YORK

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: Marquette Building, J. C. ASPLEY, Manager.

New England Office: 1 Beacon Street, Boston. JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 43.

Issued every Thursday. Subscription price two dollars a year, five dollars for three years one dollar for six months. Five cents a copy Foreign Postage, one dollar per year extra Canadian Postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30 quarter page, \$15; one inch, \$4.90.

JOHN IRVING ROMER, Editor.

NEW YORK, JULY 29, 1915

A Step Toward Price-maintenance There are two angles from which the opinion of Judge Hough in the case of the Atlantic & Pacific Tea Company against Cream of Wheat Company—published complete in this issue—may be regarded; and both are highly significant. From the standpoint of what it actually and positively declares, it assures to manufacturers a right which many have been doubtful of; the right to refuse to deal with a customer who cuts the price, and the right to request others not to supply him with the goods. And from the standpoint of what it implies, it goes far toward the judicial establishment of certain principles which the advocates of price-maintenance have long been striving—vainly enough hitherto—to persuade the courts to recognize.

For the first time in a case in a Federal Court involving the principle of price-maintenance, the true nature and function of a trade-mark gets into the record without being confused with pat-

ent and copyright claims. Certain of the State courts have met the issue squarely (notably the Washington case of Fisher Flouring Mills vs. Swanson, which Judge Hough cites with approval), but the Federal Courts have hitherto been concerned with cases which involved the patent and copyright laws rather than trade-mark rights. In declaring that the Cream of Wheat Company possesses no monopoly whatever in a product which anyone is at liberty to make, but that it does possess a rightful monopoly in a name which *no one else has the right to use*, Judge Hough comes close to granting all that the advocates of price-maintenance ask. If the retailer desires to sell an identical *product* at 12 cents per package, he is at liberty to do so, but he has no right to use another's *name* in the transaction. The Court quite clearly recognizes that the true value of the Cream of Wheat Company's business is the good will inherent in its trade-mark, and refuses to compel the company to share that good will with one who seeks only to destroy its value.

The same reasoning will apply to any trade-marked product. The very existence of a trade-mark implies that no monopoly exists; for a trade-mark is an identification, and there is no need to identify a product unless other similar or identical products are on the market. If one cannot secure Cream of Wheat, he need not go hungry; if Welch's Grape Juice is not on sale in a given store, one may drink Armour's, or Red Wing, or "just grape juice"; it is not necessary to buy a Gillette Razor in order to be shaved, nor Ivory Soap in order to be clean. Those names represent the private property of certain individuals, and, in the light of Judge Hough's opinion, it cannot be taken against the will of its owner for use by others.

But Judge Hough goes even farther than that in upholding the argument for price-maintenance. He flatly declares that it is in the interest of the public that the manufacturer shall refuse to deal with the price-cutter. The public interest demands that trade-marked

goods shall be readily accessible to the ordinary purchaser, instead of being confined to a few stores which can temporarily sell the goods below their cost to the independent dealer. The Court clearly recognizes that the sale of Cream of Wheat at 12 cents will drive it off the shelves of the dealer who must charge 14 cents in order to make a profit. Judge Hough evidently was not to be led astray by the old and specious argument that it is a benefit to the public to permit a few of its members to purchase goods at a temporary reduction, and that the true basis of competition is the rivalry between individual dealers rather than individual brands.

Of course there is a big difference between refusing to compel a manufacturer to sell his goods to anyone who demands them, and permitting that same manufacturer to compel his dealers to maintain the price. Doubtless the courts are not yet ready to sanction the latter practice, but Judge Hough's opinion is distinctly a step, however remote, toward that end.

Pointing the Way to the Coffee Industry

The New York house of Arbuckle Brothers has made a beginning in a campaign to promote the advantages of coffee as a beverage, and to counteract the influence of the widespread advertising of coffee substitutes whose appeal is based upon the alleged harmfulness of coffee. The opening of the campaign was a full-page newspaper ad, published a month or so ago, which was headlined: "The World's Greatest Beverage for Centuries." Only a small part of the copy is devoted to the merits of the company's Yuban Coffee, the primary appeal being directed towards the use of coffee in general.

It is a pity that the coffee interests are leaving it to a single concern to bear the burden of a campaign that is greatly to the advantage of all, but it is high time that somebody undertook the work. Over and over again there

have been rumors that the coffee people were about to inaugurate a campaign in opposition to the propaganda of the Postum Cereal Company and others, and as often the rumors have come to naught. Last fall we beheld the more or less dismal experiment of a "coffee week," bolstered by a campaign of press-agentry. Naturally, and quite legitimately, the Postum people objected to the publication of press notices about coffee, on the ground that if they were obliged to pay for advertising, the coffee interests should be treated likewise.

That the real competitor of the coffee importer is the substitute for coffee, becomes more than ever apparent when we consider the figures showing the annual consumption of certain beverages over a period of ten years. The consumption of coffee in this country has increased only 3.2 per cent in the period from 1904 to 1914, and for the years of 1912 and 1913 it showed a distinct loss. The consumption of tea, for the same period, shows a loss of nearly 17 per cent, while cocoa—thanks in part to aggressive advertising by individual manufacturers, and in part no doubt to the campaign against the use of coffee—increased 114 per cent between 1903 and 1913.

Whether the efforts of a single coffee house, however large, can stem the tide which seems to be running strongly against coffee, may be questioned; but there is no doubt whatever that the whole industry can do it by uniting in a campaign of education. Whatever the Postum Cereal Company may be said to have done for—or to—the coffee industry, it has most certainly demonstrated the power of consistent and persistent advertising. The coffee people need to be reminded every once in a while that Battle Creek has no natural monopoly in the use of advertising.

Where Cost Systems Are Really Needed

The announcement by the Federal Trade Commission that it is preparing to teach the principles

of cost accounting to the local dealer, so that the latter may be enabled to borrow more money at the bank, may be regarded as a bit of commendable philanthropy. We have no desire to undervalue it. But business men may be pardoned for suggesting to the Commission, in accordance with an honorable if somewhat threadbare maxim, that charity begins at home. In other words, if the Commission has time for charitable enterprises left after it has attended to the specific duties laid down for it by the statute, it might most profitably spend it in devising accounting systems for the Federal Government.

There really is no necessity to go to the corner grocery far afield in order to find a sufferer for lack of a cost system. Messrs. Davies, Hurley, *et al.*, can find a ripe opportunity worthy of their best efforts, merely by stepping inside the Treasury or the Post-Office Department. The former institution, according to a Congressional investigating committee in 1912, had no less than 18 different systems of bookkeeping, its entries were from three to eighteen months behind, and between three hundred and seven hundred million dollars of unaudited payments were not on the books at all. There may have been a mighty reformation during the past three years, but judging from our own observation of matters political, we think the Trade Commission may still find the Treasury an appropriate depository for its superfluous energy.

And as for the Post Office, nearly every advertiser, and certainly every publisher, knows what splendid territory for cost-finding expeditions lies in that direction. The Trade Commission might find out, for example, how much it really costs to transport second-class matter, how much the railroads are underpaid on the present basis, and what the actual deficit chargeable to the parcel post amounts to. According to the correspondent of the Newark *News*, Postmaster-General Burleson has authorized a "campaign of publicity" to offset the criticism which

has been aimed at some of his interesting innovations. The Trade Commission might instruct him in the first principles of publicity, and point out the fact that it is usually necessary to back up one's advertising campaign with facts—real, simon-pure facts. On the whole, we think there is plenty of opportunity for cost-instruction right in Washington—and its concentration in that locality is likely to be of the most immediate benefit to business men generally.

Luxury on Railroads Is Criticized in Hearings

Recent hearings on the question of granting an increase in freight rates to the Western railroads have developed a lot of talk about extravagance in luxurious passenger accommodations. Those opposed to any measure of relief for the railroads are laying great emphasis upon "de-luxe" limited trains, equipped with valets, maids and barber-shops, and are fulminating against the construction of palatial passenger stations. If all this unnecessary extravagance were eliminated, they declare, there would be no need for an increase in the rates, and the railroads could earn handsome dividends on the present basis.

'Tis an excellent theory; but there is no need to wonder what would happen if the railroads actually tried to put it into practise. The moment any two or three of them should adopt a less pretentious policy, these same individuals, who are now advocating that very thing, would discover a conspiracy to limit untrammelled competition.

It seems to be almost unanimously admitted that the railroads should have larger net incomes; the only difference of opinion having to do with the proper source. As matters stand, however, there is only one source available. The express companies have already received the increase they asked, and the same remedy should be applied to the railroads without further debate of impossible expedients.

300,000 Guaranteed October Fifteenth

Southern Ruralist will issue its Fair Number on October 15th, with a guaranteed circulation of 300,000 copies.

It will require 265,000 copies to serve our regular paid subscribers and balance of issue will be distributed to farmers registering at the Southern Ruralist booths at various Agricultural Fairs held in our territory during October.

There will be no increase in rate for this issue, which will be a 64-page number, profusely illustrated and bound in four-color cover, printed on heavy coated paper.

Do not fail to reserve space in the most elaborate issue of farm journal ever printed in the South, and the greatest circulation value ever offered at \$1.00 per line flat.

Southern Ruralist leads all Southern Farm Papers in circulation, prestige and amount of business carried.

SOUTHERN ATLANTA RURALIST GEORGIA

CHICAGO OFFICE:

J. C. Billingslea, Advertising Building.

ST. LOUIS OFFICE:

A. D. McKinney, 3rd National Bank Bldg.

NEW YORK OFFICE:

A. H. Billingslea, No. 1 Madison Avenue.

DETROIT OFFICE:

Chas. H. Anthony, Free Press Building.

FALL LISTS

Should include Pittsburgh and the—

Gazette Times

Morning and Sunday—

Chronicle Telegraph

Evening except Sunday

They are the **TWO BIG NEWS-PAPERS** in a metropolitan district of 1,042,855 people.

FLAT
**COMBINATION RATE 22½¢ PER
AGATE LINE**

For further information and co-operation write

URBAN E. DICE,
Foreign Advertising Manager
PITTSBURGH, PENNSYLVANIA.

J. C. WILBERDING
225 Fifth Avenue.....New York City

The J. M. BRANHAM COMPANY
Mallers' Building.....Chicago
Chemical Building.....St. Louis

Man Wanted

One of the best daily newspapers on the American Continent wants a "live" display advertising-solicitor **at once**. Must be a good copy producer, and have ability to write contracts.

Send samples, state salary and experience.

Address "E," Box 296,
c/o Printers' Ink

Best Way of Conducting an Advertising Club

Development of Functions Promoted by Annual Contests for **PRINTERS' INK Cup**—Impressive Showing of This Year's Winner, the Minneapolis Advertising Forum

THE practical business of running an advertising club has undoubtedly received more serious attention the past year than ever before. This is shown by the fact that 44 clubs, by far the largest number yet, contested for the **PRINTERS' INK Cup**. The basis on which the cup is awarded by the Associated Advertising Clubs of the World is for "having made the most practical use of its opportunities" during the preceding year. In order that we do not have to discuss the question from any theoretical view-point, it has been officially decided for us that the best way of conducting an advertising club is, just now, the way the Minneapolis Advertising Forum is doing it.

It may be admitted at the start that the accomplishments of the clubs, even the Forum, are not to be measured by the standard of perfection. The club movement is not more than eleven years old. It is only within the past four or five years that it seemed to have serious possibilities. The first effort to establish a standard of club work in the association was made by the **PRINTERS' INK Cup** Committee that reported to the Boston Convention in 1911. It is impossible to doubt that this standard, which was largely the work of George B. Gallup of the Pilgrim Publicity Club, and the simplification it has since undergone at the hands of Charles R. Stevenson of Mishawaka, Indiana, present Chairman of the **PRINTERS' INK Cup** Committee, together with the promotional work he has done upon the clubs, have had a far-reaching effect. Once-vague ideals have been put in words. Club efficiency is now sought for its own sake, for the sake of its individual members,

for the cause of advertising and the common good. The only differences between the clubs have regard to immediate objectives and the methods of reaching them. Is it likely to suppose that competition will standardize these as it has already standardized its ideals?

THE FORUM'S VIGILANCE BUREAU

Of the six ideals, the most important has been held to be that of *increasing public confidence in advertising*. What such increase means to advertisers and everybody engaged in advertising needs no discussion. After more than two years of volunteer work in Minneapolis a permanent Vigilance Bureau, with salaried executives, was established last year. It is supported by annual subscriptions of \$25 to \$300 from the leading advertisers of Minneapolis. Its object is to "*reduce the burden of unjustified suspicion* which, through association with careless or dishonest advertisers, seemed to rest on all advertisers." The improvement of the situation in Minneapolis due to the work of the Forum is shown in the progressive decrease in the number of cases of "unjustified suspicion" reported as a result of investigation and publicity. In the first quarter of the year covered, 65 per cent of the complaints were unjustified. During the next quarter only half were in error. By the third quarter the public had become more discriminating and misjudged only 19 per cent of the cases complained. In the last quarter it had sunk to 17 per cent. Nearly 200 cases were investigated, covering almost every line of retail business. In one-third of the cases, the advertising was unjustly suspected. Another third immediately remedied the matters complained of; showing the "inadvisability of rushing into the courts before every other means is exhausted." Other cases showed progress. Five prosecutions only were found necessary.

As a means of "increasing public interest in advertising," the Forum obtained 16 columns of local news stories relating to bet-

Il Progresso Italo Americano

(Morning)

145,000 CIRCULATION

Il Progresso Italo Americano Della Sera

(Evening)

20,000 CIRCULATION

offers to the wideawake progressive advertiser desiring to cover the Italian field a buy which cannot be equalled by any other foreign language newspaper.

Write for further circulation data and combination rate card.

Il Progresso Italo Americano

42 ELM STREET NEW YORK CITY

A Business Opportunity

A well-known firm publishing books and magazines offers a substantial interest to a man of ability who could take an active part in the company's affairs. An investment of about \$20,000 would be involved which could be paid in gradually if desired.

The company is widely and favorably known and has a rapidly growing business. Negotiations will be considered in strict confidence.

Address "P.," Box 299, care PRINTERS' INK, New York.

ter advertising, and 154 inches of display space. "This publicity is spreading the reputation of Minneapolis as an unhealthy place for fakery to visit." Subscribers to the Vigilance Bureau distributed 50,000 statements of the objects of the Bureau. The Baltimore Truth Trophy, won by the Forum at the Toronto Convention, was displayed during the year in the store windows of 50 retailers who are subscribers to the Bureau, with a card explaining its significance in the fight for honest advertising.

Second only to the ideal of giving the public greater confidence in advertising, is the aim to "educate it to a better understanding of advertising."

BEGINS WORK AMONG WOMEN

In line with this the Forum instituted a systematic campaign to interest the women shoppers in advertising. Letters were sent to all of the women's clubs offering speeches on "Truth in Advertising." Twelve clubs have been thus addressed. The committee in the local district of the Minnesota Federation of Women's Clubs selected the week of May 20 to 26 as "Advertising Week." The committee was asked to report to the Forum, for investigation, any advertisement which they suspected. Nine investigations were made at the request of this committee. The scope of this work is being enlarged, and it is expected that the co-operation of the 57 clubs in this district will be secured this coming fall.

Members of the Forum were on the programme of the Merchants' Short Course at the University of Minnesota, which was attended for one week by 264 out-of-town merchants.

Members of the Forum assisted in compiling and printing the report of the recent A. A. C. of W. merchandising investigation. A Forum member also brought to the leading picture-theatre the film of "Mr. No-ad's Adless Day," which was shown to large and appreciative houses.

The third head on which club efficiency is annually judged is

that of "inspiring and developing the powers and efficiency of the individual members." The club has been very active along this line. The Forum is divided into a number of different departments, each of which holds regular meetings, some weekly, others monthly. The meetings are devoted to practical discussions, the results of which are *tabulated* and filed for the reference of all members.

These results include data of every sort pertaining to Minneapolis and the State in different departments of advertising.

Immediately after the Toronto convention, this department drew up standards of practice, violation of which is considered sufficient ground for forfeiture of membership in the Forum. The standards are patterned after those of the national departments, but are made more definite and specific to meet local conditions.

A library committee compiled a list of books obtainable at the Minneapolis public library relating to subjects discussed at each regular Forum meeting and distributed the lists to the members.

Dr. Paul Neystrom, a member, compiled a complete list of books on advertising, merchandising, salesmanship and store management.

The programme of the Forum was prepared nine months in advance and included addresses by Herbert S. Houston, Harry Tipper and others.

Two classes in public speaking were organized with a competent teacher. They have been very successful.

Another standard of efficiency on which the PRINTERS' INK Cup was awarded was "promoting and improving the community along commercial, economic and useful lines." The Forum, which was then called the Publicity Club, played an important part in starting the Minneapolis Civic and Commerce Association, which is a large and active organization, strongly financed and well equipped to serve the city. Having assisted in the organization of the Association, the Forum threw its strength in with it. The

majority of Forum members are also members of the larger body, and many of them serve on important committees.

The Forum, through its retail departments and individual members, has co-operated with the Association in its investigation of the value of overhanging signs and in its plan to frame a city ordinance to restrict their use and to eliminate the cloth-sign evil.

DISCOURAGES FLY-BY-NIGHT MERCHANTS

One very important work of the Vigilance Bureau has been to combat the activities of "itinerant merchants who unfairly operate for a short time in temporary stores or hotel rooms to sell merchandise at exorbitant prices to credulous women shoppers." There is a law covering this in Minneapolis, called the Transient Merchant Act, and the Forum has co-operated with the Minneapolis Retailers Association in prosecuting violators of this law.

The Vigilance Bureau, through

this means, has obtained valuable information regarding the selling schemes and deceits of the itinerant merchant. The information has been given publicity through the press and in addresses before women's clubs. Violations of a city ordinance against soliciting business on the sidewalk, practised by merchants in a small section of the business district, have been considerably curtailed as a result of Vigilance Bureau investigations. Eighteen convictions were obtained.

Co-operation with the Minneapolis public library has made the local advertising library a very useful one.

"Benefiting the science, art and ethics of advertising," naturally has a place among club ideals. The departments of the Forum conducted valuable research work along their own special lines. The results have been recorded for permanent reference by all members of the Forum. Among these are the house-organ report, which has attracted national attention and approval; also the report on



"Threshing Time" in Missouri

These are joyous days down in Missouri. Everywhere the scream of the threshing engine awakes the slumbering echoes and a quarter of a million brawny farmers are responding to its bugle call of duty.

It is the "golden harvest" time when the farmer "cashes in"—when the women folks vie with each other in loading the tables down with fried chicken, juicy ham, roasting ears, string beans, apple pie, corn bread and a lot of other things that make the city "chef" look like a "piker."

It's a time when everybody smiles—and why not, for do not these myriad threshing machines pour forth a stream of yellow gold that feeds humanity and enables the farmer to provide his loved ones with the things that make life worth while? Missouri's "long suit" are corn and live stock—and yet the wheat and oat crop which is now being threshed will put \$40,000,000 of new money into our farmers' pockets.

If you could drop in on these threshing gangs you would hear them mention **The Missouri Farmer** more than all the other farm papers combined because it's their home paper—because it comes from the home of Missouri's famous Agricultural College which leads the farm fight in this state—because it is edited by Geo. B. Ellis, whose name inspires respect in every enlightened Missouri farm home.

The Missouri Farmer

Columbia, Mo.

publications, compiled by the retail department.

The Forum has always been prompt to give other clubs the advantage of its experience along various lines. The house-organ report was sent to many individual clubs. The Vigilance Bureau report and its reports of investigations have been widely distributed. It has conducted correspondence with clubs and individuals in other cities and addresses have been made by Forum members before other advertising clubs.

Lectures contributing substantially to the advancement of advertising have been features of the Forum's programmes. Each department had entire charge of the programme of at least one meeting during the year, at which Forum members were informed of the research work done by that particular department, of the importance and purposes of this branch of advertising, and of its uses and the ideals of those engaged in it.

The entire conduct of the course in advertising presented by the University of Minnesota extension department has been in the hands of the Forum. Its members have written the courses, supplied the material for study, furnished the instructors, and some of the students.

The Forum's Vigilance Bureau has been so shaped as to become an advertising "board of education" more than an advertising "police force." The plan in use by one large store for securing from department managers greater co-operation in honest advertising has been submitted to other stores. Department-store buyers have been addressed by Forum representatives on the subject "Truth in Advertising." Letters have been sent to all principal furniture dealers, setting forth the harmful effect on public confidence produced by frequent half-price sales in furniture advertising. These letters are said to have produced tangible results.

An "Opportunities" committee systematically reviews all applications for advertising positions and

endeavors to put the right man in the right place.

The last object of club efficiency is increasing the size, prestige and influence of the club itself. This has been greatly forwarded in the case of the Forum by the prosecution which it instituted under the Minneapolis advertising law against a large and influential store and which it carried on in spite of considerable opposition and pressure which was brought to bear in various ways on the Forum to persuade it to drop the case. The defendant chose to attack the constitutionality of the law, which is the PRINTERS' INK Model Statute, and the Forum, aided by the National Vigilance Committee, defended the law. All of the Forum's contentions were upheld by the trial court. The attitude of the Forum, maintaining its position against strong opposition and influence, won for it general commendation from leaders in local business circles and decidedly increased its prestige and influence.

Eighteen general meetings during the year have been attended by guests as well as members, and have been generously reported by the newspapers.

Under the Forum's constitution, a member who publishes a false or deceptive advertisement forfeits his membership.

It was on these counts that the PRINTERS' INK Cup Committee awarded the trophy during the Chicago convention to the Minneapolis Advertising Forum. The activities described are not all of those which may be undertaken, or in fact, have been undertaken by different advertising clubs. To give even a partial list of what has been done in the way of generating different club and individual activities, in establishing college and Y. M. C. A. courses, public lectures; in advocating laboratory research and other work along these lines, would consume too much space and repeat much of what is already known to the field. The value of this description of the work of the Minneapolis Forum lies in the fact that it is an up-to-date record of what was considered the most ac-

tive club in the year from March, 1914, to March, 1915.

All this was accomplished by a club which had a membership of only 125, but which took in probably every active advertising man in the city. It is very evident from the account that all of these undertakings, which in the aggregate are decidedly impressive, are really in their beginnings. The financial support of the local advertisers has been given only two years. The work among women's clubs for the education of their members to the meaning of advertising has only been begun. The study of each branch of advertising by a club department and the preservation of the notes and data in permanent form for future consultation, together with the study of local conditions in each line, may yet be of far-reaching value. The growing number of clubs occupying themselves more or less in this way, and the increasing interest in the subject of club efficiency, hold much promise for the future.

Ward & Gow Control King Advertising

The Ward & Gow agency, New York, is in complete and exclusive charge of all advertising for the King Motor Car Company of Detroit, including the selection of mediums, preparation of copy and production of art work. Space to the value of \$350,000 will be used during 1915. Car cards in 152 towns and cities the country over are a feature of this campaign. Thirty-three leading farm papers have been used since June, and the August-September list includes 24 national magazines. W. B. Nesbitt is manager of "King" advertising for Ward & Gow.

Wheeler Goes to Santo Company

C. D. Wheeler, advertising manager of the Fort Wayne Electric Works of the General Electric Company for the past six years resigned his position July 17 to go with the Santo Manufacturing Company, Philadelphia, as advertising and assistant sales manager.

Arbuckle Executive Dies

Charles Arbuckle Jamison, head of the financial and raw sugar departments of Arbuckle Brothers, is dead. He was also president of the Vacuna Sales Company, New York.

GROCERIES

**To manufacturers of grocery products
To agencies handling their accounts:**

During my seven years' varied experience in the sale of grocery lines, I have gained a certain definite amount of valuable merchandising knowledge. I wish to employ this knowledge with some manufacturer in this field or with some agency handling grocery accounts.

My fundamental selling lessons were learned behind the counter in a retail store. I have since sold consumers, retailers, and jobbers—successfully.

I have supplemented my personal contact with the various factors in the trade by a great deal of close analytical study. I have an accurate knowledge of conditions, costs, and merchandising methods in the wholesale and retail grocery businesses.

I have done some writing on trade subjects which has had sufficient merit to insure its publication, and have a limited experience in the preparation of copy.

Now employed in sales work in executive capacity, but desire a broader field of endeavor.

I will talk to a limited number of definitely interested prospective employers in their own offices at my expense. "C. B.," Box 297, c/o Printers' Ink.

The Little Schoolmaster's Classroom

THE Schoolmaster has always nursed the suspicion that he was, and is a *notable* among advertising men, though he has been careful to exercise the modesty that is characteristic of the publicity profession. And now his suspicions are confirmed. In an envelope of striking shape the other day came a printed and hastily-filled-in letter from an enterprising gentleman of an enterprising middle-Western city, setting forth the fact that the Schoolmaster has "been recommended as one entitled to representation in the forthcoming volume of biographies, 'Notables in Advertising,'" which book, it is explained, will be an authoritative "Who's Who" in the advertising field. A number of leading questions about the Schoolmaster's life and achievements are propounded, and a little clause is added calling for the delivery of one copy of the volume at \$5.75. It is set forth that it is no part of the publisher's desire or purpose to require payment from those who are to be represented in the volume, although "in attempting this labor we have approached the task with a definite assumption that those represented will doubtless desire a copy of the complete work." "Definite assumption" and "doubtless" are good, Mr. Publisher.

* * *

The Schoolmaster took his typewriter in his lap and after expressing his gratification that the unnamed committee had included his name among the 500 advertising men to be honored by representation in this volume of "Notables," asked if the publisher would be good enough to name the Committee that had been entrusted with the delicate task of deciding who was entitled to go in and who was not. Information was also sought as to the identity of the other 499 fortunes. The Schoolmaster sought to impress on the publisher that it

was important to know who the others were and whether biographies would be inserted in any special order. For, some years ago, another enterprising publisher entered upon the task of preparing a "Who's Who" in a city that may here be called Blanktown. He approached a citizen who was engaged in the business of selling stock in gold mines and divers industrial undertakings. This citizen belonged to the leading club of Blanktown and on occasions wore a frock coat and high silk hat. In other words, he was classy and did not associate with bucket-shop men and plain stock-gamblers. But as the naming committee of Blanktown had decided that he was entitled to be represented in this book, he came across. Lo, when the book was published his striking physiognomy was sandwiched right between half-tones of two bucket-shop men that he had always regarded as *mutts*.

* * *

It seems to the Schoolmaster that there is a lesson in the foregoing incident to all who may be named by committees as being entitled to representation—at \$5.75 per—in "Who's Who" volumes. Find out who the committee is and also find out who will be in the volume. It may be worth real money to have preferred position, while on the other hand you may feel that the publisher of the volume of "notables" ought to pay you some real money if you are to be placed following or alongside of the life history of Jeremiah Bugleville Watkins.

* * *

There are some things in the morning mail that are positively startling now and then. Pinned to a recent letter signed in a handwriting unfamiliar to the Schoolmaster was a check for five dollars. There is nothing especially unagreeable in receiving an unexpected check for five dollars, but the Schoolmaster's eye, pass-

ing from the figure expressing the amount of the check, went upward toward the letterhead and there noted that the letter came from a sanitarium. The first paragraph of the letter set forth that the writer had been wondering for a long time why some great concern had not recognized

his budding genius as an advertiser and employed him as publicity expert. He was "stage-struck," he explained, for the advertising business and wanted five dollars' worth of the Schoolmaster's best brand of advice. This reminded the Schoolmaster of the letter that Mark Twain is said to have

Advertise on a Safe Basis In Chicago

Improved trade conditions, fair crop prospects and a gradual increasing demand for money are the governing factors in the trade situation at present.

Everyone has been sobered by the awfulness of the European struggle and the seriousness of the problems which have arisen in the effort to pay for the war.

Back of all that is the knowledge that local conditions are improving, that business, gradually, is getting better and that the world owes us more than ever before.

The Power, Price and Punch of Poster Advertising

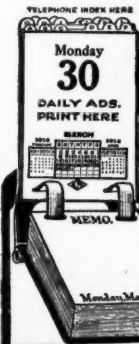
make it the ideal medium to reach the public in the great urban centers of the Country.

There's a reason why it is the most direct means of getting results in Chicago.

Let Us Tell You About It

American Posting Service

B. W. ROBBINS, President
Chicago



Always Wanted Never Thrown Away

Therefore it brings results where other things have failed. This desk calendar, as a medium of direct daily appeal, is a continuous reminder of the advertiser and of what he has to sell.

The Ads Print in Red

The cost figures less than **1 cent** a week for each customer, and it works every day in the year.

Full particulars upon request
THE SOUTHGATE PRESS
83 Broad St. Boston, Mass.

Are You Selling Your Goods in Europe?

American, with exceptionally broad business experience in Europe and now holding important position here, desires to go abroad to undertake the establishment of European export trade for some American manufacturer. If you have the product, and the desire to procure an attractive and substantial export trade, I can secure it for you.

My long experience abroad, my knowledge of foreign languages and business conditions, prepare me to undertake the complete organization of a "Sales Department" abroad.

If you are sufficiently interested to contemplate a central export office in a European metropolis with the possible subsequent opening of branches in other centers, a discussion of the subject would prove interesting to you. There are unprecedented possibilities abroad to American manufacturers who have their foreign sales organizations established before the close of the war.

The very highest references as to ability and experience will be furnished at the proper time. Negotiations will be considered only with firms of the proper standing and responsibility.

Address, "FOREIGN BUSINESS," Box 296, care "Printers' Ink."

WAR ORDERS

are making the wheels of industry hum at

Chester, Pennsylvania

where two live dailies

The Morning Republican

and

Chester Times

reach the wage earners, who are now so prosperous. By all means include Chester in your list for the next advertising you buy.

A Poster Campaign

**ST. PAUL and
MINNEAPOLIS**

will surely give YOU RESULTS

NORTHERN DISPLAY AD CO.

Scott Poster Service, - - - St. Paul

Breslauer Poster Service, - Minneapolis

M. BRESLAUER, Manager

SOMETHING TO DO

The Family-Juvenile Magazine

SHOULD BE ON YOUR LIST

Circulation Guaranteed. Write us

THE BENNETT PUBLISHING CO.

120 Boylston St. Boston, Mass.

once received from a young man who wished to know if fish were the best food for persons who wanted to learn to write; if so, what kind and how much fish to eat. The humorist replied that he had heard that the phosphorus in fish was very helpful in developing the writer's brain bump. He said it was not an easy matter to prescribe, but if the composition sent along was a fair sample of the inquirer's present writing ability, he would advise starting off with a fish diet of a pair of whales per day.

* * *

It lingers—this idea that when the purchaser buys an advertised brand he pays an extra tax on account of the advertising. The Schoolmaster had asked a hosiery manufacturer what he thought of the success of "guaranteed hosiery."

"They are losing their punch," he replied. "You can fool some of the people all of the time, but you can't fool all of the people all of the time." He smiled knowingly as he added, "You know, the people paid for the expense of the guarantee." Remarked the Schoolmaster, "Don't the people pay for the expense of your salesmen? What matters it whether a manufacturer adopts one form of selling or another, or employs several, so long as he gets the volume of sales and is thus able to reduce overhead and selling expense?" But Mr. I-Don't-Advertise couldn't see it that way. Traveling expenses, entertainment bills, etc., didn't cost the consumer anything, but advertising is a tax! Let the missionaries get busy.

* * *

Lest you forget, the Schoolmaster says it yet—that the letter

Lincoln Freie Presse

LINCOLN, NEB.

Actual Average Circulation **133,992**

Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, 35c.

is one of the greatest advertising mediums and always will be. Even the simple letters of acknowledgment have great potentiality, though few seem to realize it. Not long ago the Schoolmaster saw a letter from a hotel proprietor referring to the return of an umbrella; this letter was a gem and entitled to be put into a book of "Unusual Advertisements" if any one ever gets out such a volume. What is the picture that those who get your letters have built of you in their minds? Is it such a picture as that which a stenographer had in his mind when he turned to his employer, after reading the correspondence from a firm with which a first business deal was being negotiated and said, "We have certainly got into touch with another concern that knows just how to do business?"

Trade-mark for Florida Fruit

The Florida Citrus Exchange has adopted "Seald-sweet" as a trade-mark for its fruit. In addition to the trade-mark each association of the Exchange will have a sectional brand.

Three cents per case will be diverted for advertising and in this manner it is expected a fund of \$60,000 will be secured.

"Lucky Stone" Business Condemned

A fraud order just issued by the Postmaster-General denounces the sale of "lucky stones" through the mails. Promoters are said to have netted \$44,000 annually during recent years by the scheme. The order was directed against "Captain Rand, Walter I. Rand, and W. I. Rand, Boston, Mass."

Agency Incorporates in Wheeling

The Nemeyer Advertising Company has been incorporated at Wheeling, W. Va., being one of the first general agencies to start business in the State. Robert G. Medick, A. Tegarden, A. Voight and M. E. McComb, all of Wheeling, are interested in the venture, which is capitalized at \$10,000.

PAUL BROWN
COMMERCIAL ARTIST
114-116 ST. NEW YORK CITY
PHONE 6222 ELYSIA



114 years' Record Broken

The circulation of the New York Evening Post is highest in its history of 114 years.

During the year ending June 1915 the paid circulation of The Evening Post was the greatest daily average net sale in 114 years.

The discriminating readers of The Evening Post are its circulation-getters. Advertised by its friends its hold upon the individual reader was never stronger than it is today.

Advertisers reach a concentrated financially-able class when they advertise in the New York Evening Post.

Publication Office
20 Vesey Street
New York

Western Office
McCormick Building
Chicago

Member A. B. C.

WANTED—

A somewhat unusual business man.

A school that has developed the most practical course of salesmanship and business efficiency, conducted both by residence classes and by correspondence, has reached the point where it needs the services of an exceptionally capable man to control and develop its sales.

The foundation has been well laid. Conservative business men and educators endorse, and are associated in, the work.

Its business has been secured so far without a sales force. Now that the method of instruction has proved its merit, business can confidently and vigorously be sought.

The man wanted must be big enough to develop his own sales force and his own advertising campaign, both of which he must be able to finance.

The type of man sought is one who prefers steady, sure growth, and who will investigate the merits of this proposition with the same care that he himself expects to be investigated.

The results thus far demonstrate that the right man should net \$10,000 on his first year's work.

Correspondence invited, which will be treated with every confidence.

Address L. S. D.,

C/O Printers' Ink

1 Beacon St., Boston

A prominent advertising agency wants a man to undertake some important work. Must be a comparatively young man (about 30). Must have had sufficient experience in advertising work to give him confidence in his ability to handle any type of work that may arise. To be used outside of New York after receiving some preliminary training in New York. In particular the work will require imagination, force and executive capacity. In writing please be definite concerning experience. Address "W. L.," Box 300 care Printers' Ink.

Employees in an "Our Store" Movement

The Jones Store Company, one of the large department stores of Kansas City, has during the past six months developed what is known as the "Our Store" movement in the establishment, through which the 1,200 employees personally boost the store, and especially the special sales. This movement was devised as the result of a telephone canvass in connection with the advertising of a special sale. It was disclosed that only a small part of the men in town had read the advertising.

One result of the personal pushing of sales by all employees out of hours and by twenty or more selected during business hours, was that 20,000 shirts were sold the first day of a sale. It is said that the store has run ahead of the same days last year on nearly every day this year, despite bad weather and reported depression elsewhere. The keynote of the movement is that every employee is instilled with the spirit of buying at Jones', and urging at all times the advantages of buying there.

Sectional Campaign for "Mobo" Metal Polish

John T. Stanley, of New York, maker of Mobo Metal Polish and Auto Cleanser and Shofo Hand Cleanser, recently conducted a ten weeks' campaign in Baltimore and Washington newspapers. It is planned to use papers in other cities as soon as a large enough supply of potash can be obtained to warrant increased production. At present there is a scarcity of this commodity, which is obtained largely from Germany.

European Allies Place Large Cigarette Order

The P. Lorillard Tobacco Company, of Jersey City, has, it is stated, received orders for 400,000,000 cigarettes for the troops of the Allies in Europe. In order to complete this order according to contract the factory must turn out 10,000,000 cigarettes a day, or at the rate of almost 7,000 for every minute of the day.

Tufts With Detroit Gas Co.

Frank W. Tufts has resigned from the copy department of the Banker-Martin Company, of Detroit, and has joined the advertising department of the Detroit City Gas Company.

Radoye Joins Hudson Motor Car Co.

Gilbert Radoye, formerly with the Cargill-Peninsular Company, of Detroit, has been appointed to the advertising department of the Hudson Motor Car Company.

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost forty cents a line for each insertion. No order for one time insertion accepted for less than two dollars. Cash must accompany order. Forms close 10 a. m. Monday preceding date of issue.

ADVERTISING AGENTS

ALBERT FRANK & COMPANY ADVERTISING

26 Beaver Street, New York
Chicago Philadelphia Boston

ARTISTS

Use BRADLEY CUTS

To brighten text of your advertising and House Organs. Send 25 cents (credited on first order) for our latest catalogue showing 750 designs and trade ticklers. Will Bradley's Art Service
131 East 23rd St. New York



FOR SALE

FOR SALE—At an exceptional bargain, slightly used high-speed thirty-two page cylinder Duplex printing press, in perfect condition. Owners having consolidated and using larger press. Write for price and particulars. A. McNeil, Jr., Post Publishing Co., Bridgeport, Conn.

HELP WANTED

High-priced professional publication needs the services of a first-class subscription solicitor; liberal inducements in salary and commission. Write fully, stating experience. Box 964, c/o P. I.

Permanent income from sale of Transo (Transparent face) envelopes. Every business house a possible customer; commission basis; local or traveling salesmen. Transo Paper Company, Chicago.

Advertising solicitors wanted. Must present the best references. Big pay for good men. Will solicit only high class business. Room 9-D, 123 West 44th St. Phone Bryant 1847.

Ad checker acquainted with farm papers; ability to lay out small circulars; under 20 years preferred. Give recommendations, salary first letter. Adv. Dept., Box 598, Waterloo, Iowa.

SALESMEN

to carry as side line a 15-cent novelty for drug trade—strictly commission basis, but liberal. Exclusive territory. State particulars. Roelly Chemical Co., 2 West 29th St., New York City.

Advertising Writer—fast-growing and long established middle-western advertising agency has good opening for another forceful writer of advertising copy. Give complete information regarding yourself; submit samples of your work. Replies confidential. Box 511, c/o P. I.

Experienced copy writer for advertising agency. One who can produce forceful, convincing copy combined with effective original ideas in display for magazine and agricultural advertisements, catalogs and direct literature. State age, experience, salary expected. The Cramer-Kraselt Company, Milwaukee, Wis.

An Opportunity to Earn a Steady Salary

while learning to write Direct Advertising Copy is offered some young man who lives in or near Boston. Must be quick to grasp ideas, able to follow instructions and have a fair command of English. Previous Advertising experience NOT essential. Will give preference to a young Newspaper writer who desires broader scope for his abilities and wants to GROW. Permanent position, with valuable expert training and rapid advancement for the man who can qualify. Apply by letter only. Box 513, care Printers' Ink.

MISCELLANEOUS

CIRCULATION PLANS AND COPY

My original, carefully worked out ideas have produced millions of subscriptions for monthly, weekly and daily publications of all classes. Can give you big results for small cost. Suggestions free. ERNEST F. GARDNER, 310 Interstate Bldg., Kansas City, Mo.

MANUFACTURERS looking for high grade advertising men and advertising men in search of better positions. will find in the classified department of **PRINTERS' INK** a means of getting in touch with "live" prospects. Advertisements in this department cost 40c per line, figuring 5 words to a line and 12 lines to the inch. No smaller copy than five lines, costing \$2.00, accepted for a one-time insertion. **PRINTERS' INK PUBLISHING CO.**, 12 W. 31st St., New York City.

POSITION WANTED

Detail man, 24—8 years' agency experience—Rate man's assistant—Knowledge of media—estimates—salary moderate. Box 514, c/o Printers' Ink.

I can give the adv. mgr. time to think about the job higher up. The burden of proof is on me. 100% profit guar. on \$25 invested for advertising—Bertilion measurements. Box 512, c/o P. I.

A-1 Artist, nationally known illustrator, long agency experience as all-around commercial artist, seeks salaried connection. Recently managed large art department successfully and is expert writer. Artad, c/o P. I.

I KNOW MY BUSINESS.

May I study yours? Adv. Manager industrial concern desires new connection. Eight years' experience, including newspaper training, selling adv., service agency work, direct adv., copy writing, layouts, campaigns. Box 515, c/o P. I.

A Man of Proved Ability in editorial, sales and adv. work holding an executive position with large pub. house seeks a change. Knows printing, good copy, sales methods, mediums, markets. Competent to take heavy responsibility and will consider connection having to do with sales and advertising, especially advertising. Box 519, c/o P. I.

SALES PROMOTION

work with a manufacturer in or near New York City is what I'm looking for. Am an American, 25, college graduate, three years' experience as correspondent with executive responsibility. Fluent writer, original, artistic, some knowledge of types and layout—all qualities which my present position does not utilize. Salary moderate. Box 516, c/o P. I.

Direct-By-Mail Salesman

now employed as sales manager, considering change. Can show record of increased business and satisfactory service. Convincing sales letters that bring orders from consumers and dealers my strong point. Some experience in ad and circular writing; knowledge of buying printing. Does someone need me at the head of the mail sales-advertising department or to assist a big man. Address Box 517, care of Printers' Ink.

Sales-Merchandising-Advertising Manager

open to proposition. Thorough knowledge of markets, merchandising, sales-promotion, selling by mail and through salesmen to jobber and retailer. 12 years' experience conducting intensive selling campaigns, routing and managing salesmen, directing local and national advertising campaigns, dealer co-operation, and all that goes to make sales efforts successful. Age 30. Worth income tax salary. Box 518, c/o P. I.

Capable Correspondent.

Age. 22. Experienced retail and manufacturing lines; I. C. S. advertising diploma—seeks opening with future. Let him prove worth on modest living salary. Box 520, c/o P. I.

PRESS CLIPPINGS

ROMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

PUBLISHING BUSINESS OPPORTUNITIES

Interest in growing profitable trade weekly can be bought account of owner's other interests. Unusual chance for competent advertising man with \$10,000. Harris-Dibble Company, 171 Madison Avenue, New York.

STANDARD BOOKLETS

Highly Specialized ability to write and design and facility to print small and large editions of booklets, standardized 3½x6, in 8, 16 and 32 pages, with covers. Twelve standard styles. Our original methods cut cost and save you money; our "copy" sells your goods. We will design and print 1,000 Style No. 1 for \$17.75; 5,000 for \$42.75. Samples if requested on your letter head. **THE DANDO CO.**, 26-32 So. 3rd St., Philadelphia, Pa.

WANT-AD MEDIUMS

New Haven, Conn. Register. Leading want-ad. med. of State. 1c a word. Av. '14, 19,414.

The Portland, Me., Even'g Express and Sun. Telegram carry more want ads than all other Portland papers combined. 1c a wd., 7 times 4c.

The Baltimore, Md., News carries more advertising than any other Baltimore daily. It is the recognized Adv. Med. of Baltimore.



The Minneapolis, Minn., Tribune, Daily and Sun. is the leading want ad medium of the great N. W., carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in '14, 116,791 more individual Want Ads. than its nearest competitor. Rates: 1½c a word, cash with order; or 12 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.

The Buffalo, N. Y., Even'g News is the best classified adv. medium in N. Y. State outside N. Y. City. Write for Classified Rates, sworn cir. statement and rate card.

Chester, Pa.—The Times and Republican cover afternoon and morning field, in a community of 120,000 population.

ROLL OF HONOR

Birmingham, Ala., Ledger, dy. Av. for 1914, 30,849. Best and cleanest advertising medium in Alabama.

New Haven, Conn., Evening Register, dy. av. for '14 (sworn) 19,414 dy., 20c; Sun., 17,158, 5c.

Joliet, Ill., Herald, evening and Sunday morning. Av. year ending Dec. 31, '14, 9,775.

Peoria, Ill., Evening Star. Circulation for 1914, Daily, 21,759; Sunday, 11,469.

Burlington, Ia., Hawk-Eye. Av. 1914, daily, 9,999; Sunday, 11,108. "All paid in advance."

Des Moines, Ia., Register and Leader-Tribune, daily average 1914, 69,501; Sunday, 47,783. Iowa's Supreme Want Ad Medium. Send for town by town and zone circulation booklet.

New Orleans, La., Item, net daily average for 1914, 56,960.

Bangor, Me., Commercial. Average for 1914, daily 11,753.

Portland, Me., Evening Express. Net av. for 1914, dy. 20,944. Sun. Telegram, 14,130.

Baltimore, Md., News, dy. News Publishing Company. Average 1914. Sunday 81,847; daily 80,176. For June, 1915, 77,688 daily; 67,977 Sunday.

The absolute correctness of the latest circulation rating accorded the News is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Boston, Mass., Ev'g Transcript (©©) Boston's tea table paper. Largest amount of ev. adv't'g.

Salem, Mass., Evening News. Actual daily average for 1914, 20,021.

Worcester, Mass., Gazette, eve. Av. Jan. to Dec., '14, 24,626. The "Home" paper. Largest evening circulation.

Minneapolis, Minn., Farm, Stock & Home, semi-monthly. Average first 3 months 1915, 124,666.

Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, West'n Wisconsin and North'n Iowa. The most prosperous section of the United States. Rate 50 cents a line based on 115,000 circulation. Use it to reach this section most profitably.

Minneapolis, Minn., Tribune, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average net paid circulation for 1914, daily Tribune, 109,957; Sunday Tribune 155,144.

St. Louis, Mo., National Farmer and Stock Grower. Actual average for 1914, 128,373.

Camden, N. J., Daily Courier. Daily average circulation for 1914, 11,014.

Buffalo, N. Y., Courier, morn. Av. 1914, Sunday, 99,241; dy. 67,100; Enquirer, ev., 47,556.

Schenectady, N. Y., Gazette, daily. A. M. Lecky. Actual average for 1914, 23,017.

Cleveland, O., Plain Dealer. Est. 1841. Actual av. for 1914, dy. 124,913; Sun., 155,342. For June, 1915, 132,441 daily; Sun., 165,702.

Erie, Pa., Times, dy. Aver. circulation, '14, 23,279; 23,279 av., June, '15. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N.Y.

Washington, Pa., Reporter and Observer. Circulation average 1915, 13,575.



Wilkes-Barre, Pa., Times-Leader, eve. exe. Sun. A.B.C. audit to March 31, 1915, 19,130.

York, Pa. Dispatch and Daily. Average for 1914, 20,522. Covers its territory.

Chester, Pa.—Times, dy. av. '14, 9,161; Morning Republican, dy. av. Apl.-Sept., '14, 4,326.

Providence, R. I., Daily Journal. Av. net paid for 1914, 20,653. (©©) Sun., 33,018. (©©) The Evening Bulletin, 48,772 ave. net paid for '14.

Seattle, Wash., The Seattle Times (©©) is the metropolitan daily of Seattle and the Pacific N. W. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the adv. Av. daily circulation, 1914, 71,858; Sunday, 90,368.

Tacoma, Wash., Ledger. Average year 1914. Daily 22,286, Sunday 29,107.

Tacoma, Wash., News. Average for year 1914, 22,576.

GOLD MARK PAPERS

Bakers' Helper (©©) Chicago. Only "Gold Mark" jour. for bakers. Oldest, best known.

Boston, Mass., Ev'ng Transcript (©©) estab. 1830. The only gold mark daily in Boston.

Worcester, Mass., L'Opinion Publique, (©©) Only French daily among 75,000 French pop.

Brooklyn, N. Y., Eagle (©©) is THE advertising medium of Brooklyn.

New York Dry Goods Economist (©©) the recognized authority of the Dry Goods and Department Store trade.

New York Herald (©©) Whoever mentions America's leading newspapers mentions the New York Herald first.

N. Y. Scientific American (©©) has the largest cir. of any tech. paper in the world.

THE PITTSBURG
(©©) DISPATCH (©©)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two-cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered cir. in Greater Pittsburgh.

Providence, R. I., Journal (©©) only morning paper among 600,000 people. "The R. I. Bible."

The Memphis, Tenn., Commercial Appeal (©©) is the only paper in the state of Tennessee to have received the Gold Mark Award. The Commercial Appeal passes both quality and quantity tests. Daily, over 64,000; Sunday, over 98,000; weekly, over 96,000.

The Seattle, Wash., Times (©©) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

The Milwaukee, Wis., Ev'ng Wisconsin (©©) the only Gold Mark daily in Wis. The home paper that deserves first consideration when advertising appropriations are being made.

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The Chicago Tribune's enormous success as an advertising medium is due to the fact that it attracts the wide-awake, pushing, energetic sort of people from all branches of human endeavor. It attracts the wide-awake laborer who is going to be foreman and the wide-awake bank cashier who is going to be president of his institution.

The Tribune's circulation is enormous, but it isn't that alone that you buy when you buy space in *The Chicago Tribune*—you buy *reader responsiveness*, and that's worth ten times as much as *mere circulation*.

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(Trade-mark Registered)

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300,000 Daily

Member Audit Bureau of Circulations

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Pacific Coast Advertising Office: 742 Market Street, San Francisco

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Vol. X

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